********* WISN-TV

(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

availab	le, and they must be maintained in the st	ation's Public I	nspection	File for 2 years			
Candid	ate/Issue	DEMOCRA	TIC SE	MATORIAL C	SAMPA16	1 Commo	TEE
candida	Dates (if one folder is used per ate, a separate checklist must be ted for each flight)	9/11/12	- 101	1/12			
=					<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	9/18/12	æ		
2.	Original contract showing requested time (when available)		Date:	8/20/12	@		
3.	Updated contracts as order changes.		Date:	8/23/12	<u>A</u>	alaska	
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		Date:	8/24/12 8/27/12 9/18/12 9/24/12	EL EL	9/27/12 10/3/12	
		Chec	klist Com	pleted:			
		By:	10/19	die			

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WISN N. MILWANKE 9/10/12					
I,do hereby reque	DAN est station time conce	NAGELFE erning the follo			
		DSCC	-1E		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		å	8	,	
	As	ORT	EREC		
	,				
Total Char	ges:				
This broadcast	time will be used by	:	DSCC-1E		
Does the p	programming (elating to any	in whole o	or in part) of n	communicate ational impo	e "a rtance?"
	Yes			□ No	

importance," list the name of t	unicates a message relating to any polit the legally qualified candidate(s) the pro date(s) of the election(s) (if applicable)	ogramming refers to, the
For programming that "commulimportunce," attach Agreed Up	unicates a message relating to any polition on Schedule (Page 3)	ical matter of national
I represent that the payment for	or the above described broadcast time h	as been furnished by:
6)SCL-1E	
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by such perso er than an individual person, is:	on or entity. The entity
a corporation; a con	nmittee; \square an association; \square or ot	her unincorporated group.
agents in the entity are nathed	sses of the chief executive officers, directly below (may be attached separately):	430 5. CAPITOL 57 56 WASHINGTON DC 20003
	DISCRIMINATE OR PERMIT DISCI I THE PLACMENT OF ADVERTISIN	
reasonable attorney's fees, that in advertise ent(s). For the above	armless the station for any damages or lay ensue from the broadcast of the above-stated broadcast(s), I also agree to poe delivered to the station at leastd broadcasts.	ve-requested orepare a script,
TO BE SI	GNED BY ISSUE ADVER	TISER
1 7 12 me	Signature (202-338-8700 Contact Phone Number
TO BE SIG	NED BY STATION REPRE	SENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

AGREED UPON SCHEDULE

F All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast L. jth	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	A	, ox	DER	ED	

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2)the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and destar amount for each rebate), if any.
- No : Because the FCC requires that the political file contain the
- ac. I times the spots air, that information should be included in the
- file soon as possible. If that information is only generated monthly,
- the e should include the name of a contact person who can provide
- the mes that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Revision		Alt Order #		
	943784	1		06278065	
Product				, , , , , , , , , , , , , , , , , , , ,	
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	0	8/20/12	/ 08/20/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive .	Sales Office
	WISN	Will Hil	ldeb	randt	HRP -Washingto
	Special Hand	ling	,		·
	<u>Demographic</u>				
	Adults 35+				
	IDB#	Adverti	ser	<u>Code</u>	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$300.00 WISN 09/18/12 10/01/12 General Hospital 2-3pm/1-2p :30 MM 2 \$700.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--1 \$350.00 Week: 09/25/12 10/01/12 MTWTF--1 \$350.00 WISN 09/11/12 09/17/12 Late News 10PM 10-1030p :30 NM 2 \$2,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$1,400.00 WISN 09/18/12 10/01/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 <u>Weekdays</u> Start Date End Date Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$1,600.00 Week: 09/25/12 10/01/12 MTWTF--2 \$1,600.00 WISN 09/18/12 10/01/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date <u>Weekdays</u> End Date Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--1 \$500.00 Week: 09/25/12 10/01/12 MTWTF--1 \$500.00 WISN 09/11/12 09/17/12 The View 10-11am :30 NM 2 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$700.00 2 WISN 09/11/12 09/17/12 Late News 1030PM 1030p-11p :30 NM 1 \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$850.00 1 WISN 09/18/12 10/01/12 Late News 1030PM 1030p-11p :30 NM 2 \$1,900.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 09/18/12 09/24/12 MTWTF--1 \$950.00 Week: 09/25/12 10/01/12 MTWTF--1 \$950.00 WISN 09/11/12 09/17/12 Nightline 11p-1130p :30 NM 1 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--1 \$400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Amount

Week: 09/25/12

Week: 09/18/12

Week: 09/25/12

Week: 09/11/12

Week: 09/11/12

Week: 09/18/12

N 22 WISN 09/18/12

N 19 WISN 09/18/12

Start Date

20 WISN 09/11/12

21 WISN 09/11/12

Start Date

Start Date

Start Date

10/01/12

End Date

09/24/12

10/01/12

End Date

09/17/12

End Date

09/17/12

End Date

09/24/12

10/01/12

09/17/12

09/17/12

10/01/12

MTWTF--

Weekdays

MTWTF--

MTWTF--

Weekdays

Weekdays

<u>Weekdays</u>

MTWTF--

MTWTF--

MTWTF ---

News M-F 5p

News M-F 5p

News M-F 5a

News M-F 5a

Spots/Week

2

Spots/Week

2

Spots/Week

2

Spots/Week

Ch Start Date End Date Description

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	943784 /	Alt Order # 06278065	
Contract Dates	Product	Estimate #	
09/11/12 - 10/01/12	DSCC-IE	1612	

Rate

Type Spots

NM

NM

NM

NM

2

\$4,000.00

\$1,400.00

\$500.00

\$1,400.00

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/20/12 / 08/20/12

Spots/

Length Week

:30

:30

:30

:30

					and an indicate indicate	,,,,,,,	POLO	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				-
N 10 WISN 09/18/		12 Nightline		11p-1130p	:30	NM	2	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				* 1,000.00
Week: 09/18/12	09/24/12	MTWTF	1	\$750.00				
Week: 09/25/12	10/01/12	MTWTF	11	\$750.00				
N 11 WISN 09/11/		12 11A-12N I	LTC 9/07	11-12pm	:30	NM	2	\$400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		l l		,
Week: 09/11/12	09/17/12	MTWTF	2	\$200.00				
N 12 WISN 09/18/				12P-1P	:30	NM	4	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate				
Week: 09/18/12	09/24/12	MTWTF	2	\$300.00		1		
Week: 09/25/12	10/01/12	MTWTF	2	\$300.00				
N 13 WISN 09/11/			•	2-3pm/1-2p	:30	NM	2	\$700.00
Start Date Week: 09/11/12	End Date	Weekdays	Spots/Week	Rate		- 1		
	09/17/12	MTWTF	2	\$350.00				
N 14 WISN 09/18/				M-F 2-3P	:30	NM	4	\$2,000.00
<u>Start Date</u> Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate				
Week: 09/25/12	10/01/12	MTWTF	2 2	\$500.00				
				\$500.00				
N 15 WISN 09/11/ Start Date			0 - 4 - 444 - 4	3-4p	:30	NM	6	\$3,000.00
Week: 09/11/12	End Date 09/17/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$500.00				
Week: 09/18/12	09/24/12	MTWTE	2	\$500.00 \$500.00				
Week: 09/25/12	10/01/12	MTWTF	2	\$500.00				
N 16 WISN 09/11/								
Start Date	End Date	Weekdays	Spots/Week	4P-5P	:30	NM	2	\$1,000.00
Week: 09/11/12	09/17/12	MTWTF	<u> </u>	<u>Rate</u> \$500.00		1		
N 17 WISN 09/18/	12 10/01/1			4P-5P	.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	:30	NM	4	\$2,400.00
Week: 09/18/12	09/24/12	MTWTF	2	\$600.00				
Week: 09/25/12	10/01/12	MTWTF	2	\$600.00				
N 18 WISN 09/11/	12 10/01/1	2 News M-F	430a	430-5a	:30	NM	2	#000 ca
Start Date	End Date	Weekdays	Spots/Week	Rate	.30	ININ	3	\$300.00
Week: 09/11/12	09/17/12	MTWTF	1	\$100.00				
Week: 09/18/12	09/24/12	MTWTF	1	\$100.00				

Start/End Time

Days

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$100.00

\$1,000.00

\$1,000.00

<u>Rate</u>

Rate

Rate

Rate

\$700.00

\$250.00

\$350.00

5-530pm

5-530pm

5-6A

5-6A

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www.wisn.com

WISN 09/24/12

Start Date

Week: 09/24/12

09/24/12

End Date

09/30/12

PACKERS GAME

Spots/Week

Weekdays

Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/20/12 / 08/20/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 09/25/12 10/01/12 MTWTF--2 \$350.00 N 23 WISN 09/11/12 09/17/12 News M-F 6p 6-630pm :30 NM 3 \$3,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$1,000.00 24 WISN 09/18/12 10/01/12 News M-F 6p 6-630pm :30 NM 4 \$4,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$1,200.00 Week: 09/25/12 10/01/12 MTWTF--2 \$1,200.00 25 WISN 09/18/12 10/01/12 News M-F 6a 6-7A :30 NM 6 \$6,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$1,000.00 3 Week: 09/25/12 10/01/12 MTWTF--3 \$1,000.00 26 WISN 09/11/12 09/17/12 News M-F 6a :30 NM 3 \$2,550.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--3 \$850.00 WISN 09/11/12 09/17/12 Entertainment Tonight 630p-7pm :30 NM 2 \$1,500.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$750.00 28 WISN 09/18/12 10/01/12 Entertainment Tonight 630p-7pm :30 NM \$3,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$850.00 Week: 09/25/12 10/01/12 MTWTF--2 \$850.00 N 29 WISN 09/11/12 10/01/12 Good Morning America 7-9a :30 NM 18 \$18,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--6 \$1,000.00 Week: 09/18/12 09/24/12 MTWTF--6 \$1,000.00 Week: 09/25/12 10/01/12 MTWTF--6 \$1,000.00 WISN 09/18/12 10/01/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$450.00 Week: 09/25/12 10/01/12 MTWTF--2 \$450.00 WISN 09/11/12 LIVE WITH KELLY! 09/17/12 9-10am :30 NM 2 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$700.00 N 32 WISN 09/21/12 2020 09/28/12 Fri 9-10p :30 NM 2 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1--1 \$3,000.00 Week: 09/24/12 09/30/12 ----1--\$3,000.00 33 WISN 09/17/12 09/17/12 BachPad Prime Other :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 1 \$2,500.00 WISN 09/24/12 10/01/12 Dancino Prime Other :30 NM 2 \$11,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 1 \$5,500.00 Week: 10/01/12 10/07/12 1----1 \$5,500.00

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:30

NM

1

\$15,000.00

PACKERS GAME

Rate

\$15,000.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE

1612 Original Date / Revision

Advertiser Democratic Senatorial Ca 08/20/12 / 08/20/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	ite Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30	NM	1	\$450.00
Week: 09/10/12	<u>Rate</u> \$450.00				
N 37 WISN 09/15/12 09/29/12 Entertainment Tonite Week		:30	NM	2	0.450.00
Start Date	Rate	.50	IAIAI	3	\$450.00
Week: 09/10/12 09/16/121- 1	\$150.00				
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00				
	\$150.00				
N 38 WISN 09/15/12 09/29/12 College Football Game #2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Spots/Week	230p-6p <u>Rate</u>	:30	MM	3	\$3,600.00
Week: 09/10/12 09/16/121 1	\$1,200.00				
Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/24/12 09/30/121- 1	\$1,200.00				
N 39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00				
N 40 WISN 09/22/12 09/29/12 News Sa 6p-630p					
Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u>	:30	NM	2	\$1,400.00
Week: 09/17/12 09/23/121 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
N 41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM	1	\$300.00
Start Date	Rate				7-00.00
	\$300.00				
N 42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM	1	\$500.00
Week: 09/10/12 09/16/121- 1	\$500.00				
N 43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		14150	2	Ψ1,000.00
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$500.00				
	\$500.00				
N 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week	7-1030p Rate	:30	NM	1	\$1,100.00
Week: 09/10/12 09/16/121- 1	\$1,100.00				
N 45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$9 KOO OO
Start Date	Rate	.00	INIV	'	\$8,500.00
Week: 09/24/12 09/30/121- 1	\$8,500.00				
N 46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$1,400.00				
N 47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	-20		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$1,900.00
Week: 09/17/12 09/23/121 1	\$950.00				
Week: 09/24/12 09/30/121 1	\$950.00				
N 48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	Rate				
Week: 09/24/12 09/30/121 1 Week: 09/24/12 09/30/121 1	\$200.00 \$200.00				
N 49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30			A46+
	000-0p	.30	NM	1	\$400.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/20/12 / 08/20/12 Democratic Senatorial Ca

	.	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	ate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$400.00				
N 50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
N 51 WISN 09/16/12 09/16/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	6-7a <u>Rate</u> \$250.00	:30	NM.	1	\$250.00
N 52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM	2	\$800.00
N 53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
N 54 WISN 09/23/12 09/30/12 This Week With George Ste	ep930-1030am <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	2	\$2,000.00
N 55 WISN 09/16/12 09/16/12 This Week With George Ste Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	ep930-1030am <u>Rate</u> \$650.00	:30	NM	1	\$650.00
N 56 WISN 09/27/12 09/27/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Thu 7-8p <u>Rate</u> \$2,000.00	:30	NM	1	\$2,000.00
N 57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1	Tue 8-9p <u>Rate</u> \$1,800.00	:30	NM	1	\$1,800.00
N 58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	Tue 9-10p <u>Rate</u> \$1,800.00	:30	NM	1	\$1,800.00
		Totals		146	\$145,700.00

Totals \$145,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	136	\$134,650.00	\$114,452.50
10/01/12 -10/01/12	10	\$11,050.00	\$9,392.50
Totals	146	\$145,700.00	\$123,845.00

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitiee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnish	led by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Re	<u>vision</u>	į.	Alt Order #	
	943784	1		06278065	
Product Product					
SCC-IE					
Contract Dates	Estimate #				
)9/11/12 - 10/01/12 	1612				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com		L	8/23/12	/ 08/23/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt Ex	<u>kecutive</u>	Sales Office
	WISN	Will Hil	ldeb	randt	HRP -Washingto
	Special Handi	ling			
	<u>Demographic</u>				
	Adults 35+				
•	IDB#	Adverti	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

	Spots/	
*Line Ch Start Date End Date Description Start/End Time	Days Length Week Rate Typ	e Spots Amount
N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07	:30 NN	2 \$600.00
Start Date End Date Weekdays Spots/Week Rate		4000.00
Week: 09/11/12		
Spot Ch Date Range Description Start/End Time	<u>Weekdays Length Rate Type</u>	<u> </u>
1 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07	′ MTuWThF :30 \$300.00 NM	l
See MG 1.3,1.4 2 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/03		
2 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 See MG 1.3.1.4	′ MTuWThF :30 \$300.00 NA	
3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P	MTuWThF :30 \$300.00 NN	
₩ MG for 1.1,1.2	MTuWThF :30 \$300.00 NM	
4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P	MTuWThF :30 \$300.00 NM	
⊕ MG for 1.1,1.2	, 14iy	
2 WISN 09/18/12 10/01/12 General Hospital 2-3pm/1-2p	:30 NN	2 220000
Start Date End Date Weekdays Spots/Week Rate	NIV	2 \$700.00
Week: 09/18/12 09/24/12 MTWTF 1 \$350.00		
Week: 09/25/12 10/01/12 MTWTF 1 \$350.00		
3 WISN 09/11/12 09/17/12 Late News 10PM 10-1030p	:30 NN	2 \$2,800.00
Start Date End Date Weekdays Spots/Week Rate	1444	2 φ2,000.00
Week: 09/11/12 09/17/12 MTWTF 2 \$1,400.00		
4 WISN 09/18/12 10/01/12 Late News 10PM 10-1030p	:30 NN	4 \$6,400.00
Start Date End Date Weekdays Spots/Week Rate	····	. 40,400.00
Week: 09/18/12 09/24/12 MTWTF 2 \$1,600.00		
Week: 09/25/12 10/01/12 MTWTF 2 \$1,600.00		
5 WISN 09/18/12 10/01/12 The View 10-11am	:30 NN	2 \$1,000.00
Start Date End Date Weekdays Spots/Week Rate		- 4.1000.00
Week: 09/18/12 09/24/12 MTWTF 1 \$500.00		
Week: 09/25/12 10/01/12 MTWTF 1 \$500.00		
6 WISN 09/11/12 09/17/12 The View 10-11am	:30 NN	2 \$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/11/12		
7 WISN 09/11/12 09/17/12 Late News 1030PM 1030p-11p	:30 NM	1 \$850.00
Start Date End Date Weekdays Spots/Week Rate		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/23/12 Democratic Senatorial Ca / 08/23/12

*Line Ch Start			on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date Week: 09/11/12	End Date 09/17/12	Weekdays MTWTF	Spots/Week 1	<u>Rate</u> \$850.00						
8 WISN 09/18	/12 10/01/	12 Late News	1030PM	1030p-11p		:30	······	NM	2	\$1,900.00
Start Date Week: 09/18/12	End Date 09/24/12	Weekdays	Spots/Week	Rate					-	Ψ1,000.0t
Week: 09/25/12	10/01/12	MTWTF MTWTF	1	\$950.00 \$950.00				;		
9 WISN 09/11		··-	•	11p-1130p		:30	,		4	* • • • • •
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$400.00
Week: 09/11/12	09/17/12	MTWTF	1	\$400.00						
10 WISN 09/18		•		11p-1130p		:30		NM	2	\$1,500.00
Start Date Week: 09/18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$750.00						
Week: 09/25/12	10/01/12	MTWTF	i	\$750.00				l		
11 WISN 09/11	/12 09/17/	12 11A-12N L	TC 9/07	11-12pm		:30	***************************************	NM	2	\$400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					-	Ψ-100.00
Week: 09/11/12	09/17/12	MTWTF	2	\$200.00	······································					
12 WISN 09/18, Start Date	/12 10/01/ End Date	12 THE CHE\ Weekdavs	V Spots/Week	12P-1P		:30		NM	4	\$1,200.00
Week: 09/18/12	09/24/12	MTWTF	<u>30015/VVEEK</u> 2	<u>Rate</u> \$300.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$300.00						
13 WISN 09/11/	/12 09/17/ ⁻	12 General H	ospital	2-3pm/1-2p		:30		NM	2	\$700.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					_	Ψ7 00.00
Week: 09/11/12	09/17/12	MTWTF	2	\$350.00						
14 WISN 09/18/ Start Date	/12 10/01/ ⁻ End Date	12 KATIE CO <u>Weekdays</u>	URIC Spots/Week	M-F 2-3P Rate		:30		MM	4	\$2,000.00
Week: 09/18/12	09/24/12	MTWTF	2	\$500.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$500.00						
15 WISN 09/11/				3-4p		:30		NM	6	\$3,000.00
Start Date Week: 09/11/12	<u>End Date</u> 09/17/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate						
Week: 09/18/12	09/24/12	MTWTF	2 2	\$500.00 \$500.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$500.00						
16 WISN 09/11/	12 09/17/	12 DR. OZ		4P-5P		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	Ψ1,000.00
Week: 09/11/12	09/17/12	MTWTF	2	\$500.00						
17 WISN 09/18/ Start Date	/12 10/01/ <i>*</i> End Date	I2 DR. OZ Weekdays	Spots/Week	4P-5P		:30		NM	4	\$2,400.00
Week: 09/18/12	09/24/12	MTWTF	<u> 3pois/vveek</u> 2	<u>Rate</u> \$600.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$600.00						
18 WISN 09/11/	12 10/01/1	12 News M-F	430a	430-5a		:30		NM	3	\$300.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/11/12 Week: 09/18/12	09/17/12 09/24/12	MTWTF MTWTF	1	\$100.00						
Week: 09/25/12	10/01/12	MTWTF	1	\$100.00 \$100.00						
19 WISN 09/18/		******		5-530pm		:30		NM	4	\$4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		MINI	4	\$4,000.00
Week: 09/18/12	09/24/12	MTWTF	2	\$1,000.00						
Week: 09/25/12	10/01/12	MTWTF	2	\$1,000.00						
20 WISN 09/11/	12 09/17/1	2 News M-F	5p	5-530pm		:30		NM	2	\$1,400.00

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	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser Democratic Senatoria		Original Date / Revision 08/23/12 / 08/23/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	A
Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2	Rate \$700.00	Bays Length Week Nate	ype spots	Amount
21 WISN 09/11/12 09/17/12 News M-F 5a	5-6A	:30	NM 2	\$500.00
Week: 09/11/12 09/17/12 MTWTF 2	<u>Rate</u> \$250.00			
22 WISN 09/18/12 10/01/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM 4	\$1,400.00
23 WISN 09/11/12 09/17/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 3	6-630pm Rate \$1,000.00	:30	NM 3	\$3,000.00
24 WISN 09/18/12 10/01/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM 4	\$4,800.00
25 WISN 09/18/12 10/01/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 3 Week: 09/25/12 10/01/12 MTWTF 3	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM 6	\$6,000.00
26 WISN 09/11/12 09/17/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 3	6-7A <u>Rate</u> \$850.00	:30	NM 3	\$2,550.00
27 WISN 09/11/12 09/17/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2	630p-7pm <u>Rate</u> \$750.00	:30	NM 2	\$1,500.00
28 WISN 09/18/12 10/01/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM 4	\$3,400.00
29 WISN 09/11/12 10/01/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 6 Week: 09/18/12 09/24/12 MTWTF 6 Week: 09/25/12 10/01/12 MTWTF 6	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 18	\$18,000.00
30 WISN 09/18/12 10/01/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	NM 4	\$1,800.00
31 WISN 09/11/12 09/17/12 LIVE WITH KELLY! Start Date	9-10am <u>Rate</u> \$700.00	:30	NM 2	\$1,400.00
32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	Fri 9-10p <u>Rate</u> \$3,000.00 \$3,000.00	:30	NM 2	\$6,000.00
33 WISN 09/17/12 09/17/12 BachPad <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	Prime Other Rate \$2,500.00	:30	NM 1	\$2,500.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date			Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
	Date Weekdays	Spots/Week	Rate						
34 WISN 09/24/12	•		Prime Other		:30		NM	2	\$11,000.00
	<u>I Date</u> <u>Weekdays</u> 30/12 1	Spots/Week 1	<u>Rate</u> \$5,500.00				!		
	07/12 1	1	\$5,500.00 \$5,500.00						
	09/24/12 PACKERS	· · · · · · · · · · · · · · · · · · ·						_	
	IDate Weekdays	Spots/Week	PACKERS GAME Rate		:30		NM	1	\$15,000.00
	30/12 1	1	\$15,000.00						
36 WISN 09/15/12	09/15/12 Late News	Sa 10pm	10-1035p		:30		NM	1	\$450.00
Start Date End	Date Weekdays	Spots/Week	Rate		.00		14141		φ450.00
	16/121-	1	\$450.00						
		ent Tonite Week	erET Weekend		:30		NM	3	\$450.00
	Date Weekdays	Spots/Week	Rate						
	16/121- 23/121-	1	\$150.00						
	30/121-	1	\$150.00 \$150.00				ı		
	***************************************	- 1 C 40							
	Date Weekdays	otball Game #2 Spots/Week	230p-6p Rate		:30		NM	3	\$3,600.00
	6/121-	1	\$1,200.00				i		
Week: 09/17/12 09/2	23/121 -	1	\$1,200.00						
Week: 09/24/12 09/3	30/121-	1	\$1,200.00						
	09/15/12 Sa 458-6a		456-6AM		:30		NM	1	\$200.00
	<u>Date</u> <u>Weekdays</u>	Spots/Week	Rate						4200.00
	6/121-	1	\$200.00						
	09/29/12 News Sa 6		6-630pm		:30		NM	2	\$1,400.00
	Date Weekdays	Spots/Week 1	<u>Rate</u> \$700.00				ı		
	30/121-	1	\$700.00						
	09/15/12 Sat GMA		6-7a		.20				
	Date Weekdays	Spots/Week	Rate		:30		NM	1	\$300.00
	6/121-	1	\$300.00						
	09/15/12 News Sa 6	o-630p	6-630pm		:30		NM	1	\$500.00
	Date Weekdays	Spots/Week	<u>Rate</u>					•	4000.00
	6/121-	1	\$500.00						
	09/29/12 Sat 630-7p		630-7p		:30		NM	2	\$1,000.00
	Date Weekdays	Spots/Week 1	Rate 6500.00						
Week: 09/24/12 09/3	-	1	\$500.00 \$500.00						
*****	09/15/12 ABC Prime			***************************************	-00				
Start Date End		Spots/Week			:30		NM	1	\$1,100.00
	6/121-	1	\$1,100.00						
45 WISN 09/29/12	09/29/12 Badgers FE	3	7-1030p		:30		NM	1	\$8,500.00
Start Date End	Date Weekdays	Spots/Week	Rate				,	•	Ψο,σσσ.σσ
	0/121-	1	\$8,500.00						
46 WISN 09/16/12 (-	10p-1030p		:30		MM	1	\$1,400.00
Start Date End Week: 09/10/12 09/1	Date Weekdays 6/121	Spots/Week 1	<u>Rate</u>						
		-	\$1,400.00						
47 WISN 09/23/12 (Start Date End		SU 1030PM Spots/Week	1030p-11p Rate		:30		NM	2	\$1,900.00
Start Date Line	YYCCNUQYS	SPORSIVVEER	Mate				Į		

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/23/12 / 08/23/12 **Democratic Senatorial Ca**

Spots/

*Line Ch Start Date End Dat	te Description		Start/End Time	Davs	Spots/ Length Week	Rate	Туре	Snots	Amount
Start Date End Date		ts/Week	Rate			7,440	. , , , ,	орого	Airiount
Week: 09/17/12 09/23/12	1	1	\$950.00						
Week: 09/24/12 09/30/12	1	. 1	\$950.00						
	Su 458-6a		458-6AM		:30		NM	2	\$400.00
	Weekdays Spo 1	<u>ts/Week</u> 1	<u>Rate</u> \$200.00						
	1	1	\$200.00						
	News Sun 530pm		530-6p		:30		NM	4	m 400 no
_	•	ts/Week	Rate		.30		ININ	1	\$400.00
	1	1	\$400.00				ı		
50 WISN 09/23/12 09/30/12			530-6p		:30		NM	2	\$1,000.00
Start Date End Date	<u>Weekdays</u> <u>Spo</u> 1	ts/Week	Rate				I		
		1	\$500.00				ı		
	1	1	\$500.00						
	Sun GMA	40 A A A - 1-	6-7a		:30		NM	1	\$250.00
	<u>Weekdays Spo</u> 1	ts/Week 1	<u>Rate</u> \$250.00						
52 WISN 09/23/12 09/30/12	Sun GMA		6-7a		:30		NM	2	\$800.00
Start Date End Date	<u>Weekdays</u> Spo	ts/Week	Rate		.50		14141	2	Φ000.00
	1	1	\$400.00				l		
	1	1	\$400.00						
53 WISN 09/23/12 09/30/12			7-9am		:30		NM	2	\$1,000.00
	<u>Weekdays</u> <u>Spo</u> - 1	ts/Week	<u>Rate</u>						,
	<u>-</u> 1	1 1	\$500.00 \$500.00						
	This Week With G								
		eorge Ste∤ ts/Week	Rate		:30		NM	2	\$2,000.00
	1	1	\$1,000.00				- 1		
Week: 09/24/12 09/30/12	1	1	\$1,000.00				į		
55 WISN 09/16/12 09/16/12	This Week With G	eorge Ster	930-1030am		:30		NM	1	\$650.00
Start Date End Date	Weekdays Spo	ts/Week	<u>Rate</u>					•	4000.00
	1	1	\$650.00	W					
56 WISN 09/27/12 09/27/12			Thu 7-8p		:30		NM	1	\$2,000.00
	<u>Weekdays Spo</u> 1	ts/Week 1	Rate				ĺ		
		<u></u>	\$2,000.00						
		ts/Week	Tue 8-9p Rate		:30		NM	1	\$1,800.00
Week: 09/10/12 09/16/12	-1	1	\$1,800.00						
58 WISN 09/11/12 09/11/12	NYMed		Tue 9-10p		:30	***************************************	NM	1	\$1,800.00
Start Date End Date	Weekdays Spo	ts/Week	<u>Rate</u>		.00		. 4141		Ψ1,000.00
Week: 09/10/12 09/16/12	-1	1	\$1,800.00						
				********	Totals			1.46	C145 700 00

Totals 146 \$145,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	136	\$134,650.00	\$114,452.50
10/01/12 -10/01/12	10	\$11,050.00	\$9,392.50
Totals	146	\$145,700.00	\$123,845.00

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	Contract / Revision 943784 /	<u>Alt Order #</u> 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser Democratic Senatorial		Original Date / Revision 08/23/12 / 08/23/12

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	vision	Alt Order #	
	943784	1	06278065	•
Product				
DSCC-IE				
Contract Dates	Estimate #			
09/11/12 - 10/01/12	1612			
<u>Advertiser</u>		<u>]</u>	Original Date	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	08/24/12	/ 08/24/12
	Billing Cycle	Billing C	alendar	Cash/Trade
	EOM/EOC	Broadca	ast	Cash
	Station	Account	t Executive	Sales Office
	WISN	Will Hild	lebrandt	HRP -Washingto
	Special Hand	ing		
	Demographic			
	Adults 35+			
	IDB#	Advertis	er Code	Product Code
	8091	49		53
	Agency Ref		Advertiser	Ref
			1	

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Start Date End Date Spots/Week Weekdays Rate Week: 09/17/12 09/23/12 --WTF--1 \$300.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays 1 4 1 Length Rate Type 3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM ⊕ See MG 1.5,1.6 4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTUWThF----:30 \$300.00 NM See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----\$300.00 :30 NM Credited Week: 09/24/12 09/30/12 --WTF--1 \$300.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThE----:30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----:30 \$300-00 NM Credited 2 WISN 09/18/12 09/30/12 General Hospital 2-3pm/1-2p :30 NM 2 \$700.00 Start Date End Date Spots/Week Weekdays Rate Week: 09/17/12 09/23/12 --WTF--1 \$350.00 09/30/12 Week: 09/24/12 MTWTF--\$350.00 WISN 09/12/12 09/14/12 Late News 10PM 10-1030p :30 NM 2 \$2,800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--2 \$1,400.00 WISN 09/18/12 09/28/12 Late News 10PM 10-1030p :30 NM \$6,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--2 \$1,600.00 Week: 09/24/12 09/30/12 MTWTF--2 \$1,600.00 WISN 09/18/12 09/28/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$500.00

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

		Spots/		****
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$500.00			,
N 6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2	<u>Rate</u> \$700.00			·
N 7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM 1	\$850.00
Week: 09/10/12	<u>Rate</u> \$850.00			
N 8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM 2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$950.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
N 9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week				7.00.00
Week: 09/10/12	\$400.00			
N 10 WISN 09/18/12 09/29/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 2	\$1,500.00
Week: 09/17/12 09/23/12 -TWTF 1	\$750.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00			
N 11 WISN 09/12/12 09/14/12 11A-12N LTC 9/07	11-12pm	:30	NM 2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$200.00			
N 12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM 4	\$1,200,00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	11111	\$1,200.00
Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	\$300.00			
	\$300.00			
N 13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p <u>Rate</u>	:30	NM 2	\$700.00
Week: 09/10/12 09/16/12WTF 2	\$350.00			
N 14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 2				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00 \$500.00			
N 15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 6	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	11	Ψ5,000.00
Week: 09/10/12	\$500.00			
Week: 09/17/12 09/23/12 MTWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$500.00 \$500.00		ļ	
N 16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	£1.000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.30	1410) 2	\$1,000.00
Week: 09/10/12 09/16/12WTF 2	\$500.00			
N 17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM 4	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00		1	
N 18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 1	<u>Rate</u>			,
Week: 09/10/12 09/10/12WTF 1	\$100.00 \$100.00			
The section of the control of the co	ψ100.00		J	

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 **Democratic Senatorial Ca**

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF1	<u>Rate</u> \$100.00				
N 19 WISN 09/18/12 09/28/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTWTF 2	5-530pm <u>Rate</u> \$1,000.00	:30	NM	4	\$4,000.00
N 20 WISN 09/12/12 09/14/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	5-530pm <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00
N 21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
N 22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	MM	4	\$1,400.00
N 23 WISN 09/12/12 09/14/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
N 24 WISN 09/18/12 09/28/12 News M-F 6p Start Date	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM	4	\$4,800.00
N 25 WISN 09/18/12 09/28/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 3 Week: 09/24/12 09/30/12 MTWTF 3	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6	\$6,000.00
N 26 WISN 09/12/12 09/14/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3	6-7A <u>Rate</u> \$850.00	:30	NM	3	\$2,550.00
N 27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date	630p-7pm <u>Rate</u> \$750.00	:30	NM	2	\$1,500.00
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM	4	\$3,400.00
N 29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 6 Week: 09/17/12 09/23/12 MTWTF 6 Week: 09/24/12 09/30/12 MTWTF 6	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	18	\$18,000.00
N 30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	NM	4	\$1,800.00
N 31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! Start Date	9-10am <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00

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Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 Democratic Senatorial Ca / 08/24/12

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
32 WISN 09/21		12 2020		Fri 9-10p		:30		NM	2	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 09/17/12	09/23/12	1	1	\$3,000.00				ı		
Week: 09/24/12	09/30/12	1	1	\$3,000.00						
33 WISN 09/17/				Prime Other		:30		NM	1	\$2,500.00
Start Date Week: 09/17/12	End Date	<u>Weekdays</u> 1	<u>Spots/Week</u>	Rate						,
	09/23/12		1	\$2,500.00						
34 WISN 09/24/				Prime Other		:30		NM	2	\$11,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 1	Rate						
Week: 10/01/12	10/07/12	1	1	\$5,500.00 \$5,500.00						
35 WISN 09/24/										
Start Date	End Date	Weekdays	Spots/Week	PACKERS GAME Rate		:30		NM	1	\$15,000.00
Week: 09/24/12	09/30/12	1	1	\$15,000.00						
36 WISN 09/15/	12 09/15/1	12 Late News	Sa 10nm	10-1035p		-30				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$450.00
Week: 09/10/12	09/16/12	1-	1	\$450.00				1		
37 WISN 09/15/	12 09/29/1	12 Entertainm	ent Tonite Week	erET Weekend		:30		NM	3	6450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		IVIVI	3	\$450.00
Week: 09/10/12	09/16/12	1-	1	\$150.00						
Week: 09/17/12	09/23/12	1-	1	\$150.00						
Week: 09/24/12	09/30/12	1-	11	\$150.00						
38 WISN 09/15/		2 College Fo	otball Game #2	230p-6p		:30		NM	3	\$3,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	75,000.00
Week: 09/10/12 Week: 09/17/12	09/16/12	1-	1	\$1,200.00						
Week: 09/24/12	09/23/12 09/30/12	1- 1-	1	\$1,200.00				i		
~~~~			1	\$1,200.00	····					
39 WISN 09/15/			0	456-6AM		:30		NM	1	\$200.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$200.00						
40 WISN 09/22/			· · · · · · · · · · · · · · · · · · ·							
Start Date	12 09/29/1 <u>End Date</u>		•	6-630pm		:30		NM	2	\$1,400.00
Week: 09/17/12	09/23/12	Weekdays	Spots/Week 1	<u>Rate</u> \$700.00				ŀ		
Week: 09/24/12	09/30/12	1-	1	\$700.00						
41 WISN 09/15/	12 09/15/1	2 Sat GMA		6-7a		:30		h ( h . s		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$300.00
Week: 09/10/12	09/16/12	1-	1	\$300.00						
42 WISN 09/15/	12 09/15/1	2 News Sa 6p	o-630p	6-630pm		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	'	\$500.00
Week: 09/10/12	09/16/12	1-	1	\$500.00						
43 WISN 09/22/		2 Sat 630-7p		630-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	<b>41,000.00</b>
Week: 09/17/12	09/23/12	1-	1	\$500.00						
Week: 09/24/12	09/30/12	1-	11	\$500.00						
44 WISN 09/15/			College Footbal	•		:30		NM	1	\$1,100.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays 1-	Spots/Week 1	Rate						
			· · · · · · · · · · · · · · · · · · ·	\$1,100.00						
45 WISN 09/29/1	12 09/29/1	2 Badgers FB	i	7-1030p		:30		NM	1	\$8,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate #
Advertiser	<u>O</u> r	iginal Date / Revision

Democratic Senatorial Ca 08/24/12 / 08/24/12 Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date Weekdays End Date Spots/Week Rate Week: 09/24/12 09/30/12 ----1-1 \$8,500.00 WISN 09/16/12 09/16/12 Late News 10pm 10p-1030p :30 NM \$1,400,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1 \$1,400.00 WISN 09/23/12 09/30/12 Late News SU 1030PM 1030p-11p :30 NM 2 \$1,900.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 ----1 \$950.00 1 Week: 09/24/12 09/30/12 ----1 1 \$950.00 WISN 09/23/12 09/30/12 Su 458-6a 458-6AM :30 NM 2 \$400.00 End Date Start Date Weekdays 1 4 1 Spots/Week Rate Week: 09/17/12 09/23/12 ---**-**-1 \$200.00 1 Week: 09/24/12 09/30/12 ----1 1 \$200.00 49 WISN 09/16/12 09/16/12 News Sun 530pm 530-6p :30 NM \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1 1 \$400.00 50 WISN 09/23/12 09/30/12 News Sun 530pm 530-6p :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 1 \$500.00 Week: 09/24/12 09/30/12 ----1 1 \$500.00 WISN 09/16/12 09/16/12 Sun GMA 6-7a :30 NM 1 \$250.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 ----1 09/16/12 \$250.00 1 52 WISN 09/23/12 09/30/12 Sun GMA 6-7a :30 NM 2 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 1 \$400.00 Week: 09/24/12 09/30/12 -----1 1 \$400.00 53 WISN 09/23/12 09/30/12 News Sun 7-9a 7-9am :30 NM 2 \$1,000.00 End Date Start Date Spots/Week Weekdays Rate Week: 09/17/12 09/23/12 ----1 1 \$500.00 Week: 09/24/12 **----1** 09/30/12 \$500.00 54 WISN 09/23/12 09/30/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 ----1 \$1,000.00 ----1 Week: 09/24/12 09/30/12 1 \$1,000.00 55 WISN 09/16/12 09/16/12 This Week With George Step930-1030am :30 NM 1 \$650.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1 \$650,00 WISN 09/27/12 09/27/12 LastResort Thu 7-8p :30 NM 1 \$2,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 09/24/12 09/30/12 --1---1 \$2,000.00 WISN 09/11/12 09/11/12 Trust Tue 8-9p :30 NM 1 \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 -1----1 \$1,800.00 WISN 09/11/12 09/11/12 NYMed Tue 9-10p :30 NM \$1,800.00 Start Date Spots/Week End Date Weekdays Rate Week: 09/10/12 09/16/12 -1----1 \$1,800.00

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Totals

146

\$145,700.00

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	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser  Democratic Senatoria		riginal Date / Revision 08/24/12 / 08/24/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature:	Date:
------------	-------

Product Code

53

Advertiser Ref



And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Re	<u>vision</u>	Alt Order	#
	943784	/ 1	06278065	5
Product				
DSCC-IE				
Contract Dates	Estimate #			
09/11/12 - 10/01/12	1612			
Advertiser			Original Date	: / Revision
Democratic Senatorial Ca	ampaign Com	mittee	08/27/12	/ 08/27/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broadcast		Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hildebrandt		HRP -Washing
	Special Hand	ling		

IDB#

8091

Agency Ref

Demographic Adults 35+

Advertiser Code

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Ty	pe Spots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMEI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12WTF 1	RI1P-2P LTC 9/07 <u>Rate</u> \$300.00	:30	N	M 2	\$600.00
Spot Ch Date Range Description 3 WISN 09/11/12-09/17/12 KATIE COURIC	Start/End Time M-F 2-3P	Weekdays Length MTuWThF :30		<u>∕pe</u> √M	
⊕ See MG 1.5,1.6     4 WISN 09/11/12-09/17/12 KATIE COURIC     ⊕ See MG 1.5,1.6	M-F 2-3P	MTuWThF :30	\$300.00	VМ	
5 WISN 09/18/12-09/28/12 KATIE COURIC  M MG for 1.3,1.4	M-F 2-3P	MTuWThF :30	\$300.00	1M	
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME Credited	RI1P-2P LTC 9/07	WThF :30	\$300.00 I	VM	
Week:         09/24/12         09/30/12        wTF         1           Spot Ch         Date Range         Description	\$300.00 Start/End Time	Weekdays Length		<u>vpe</u> NM	
6 WISN 09/18/12-09/28/12 KATIE COURIC  ⊕ MG for 1.3,1.4  8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	M-F 2-3P ERI1P-2P LTC 9/07	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	VM	
Credited					
2 WISN 09/18/12 09/30/12 General Hospital  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12WTF 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	1	NM 2	\$700.00
Week: 09/24/12       09/30/12       MTWTF       1         3 WISN 09/12/12       09/14/12       Late News 10PM         Start Date       End Date       Weekdays       Spots/Week         Week: 09/10/12       09/16/12      WTF       2	\$350.00 10-1030p <u>Rate</u> \$1,400.00	:30	Ì	NM 2	\$2,800.00
4 WISN 09/18/12 09/28/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TwTF 2  Week: 09/24/12 09/30/12 MTwTF 2	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00	:30		NM 4	\$6,400.00
5 WISN 09/18/12 09/28/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	10-11am <u>Rate</u> \$500.00	:30		NM 2	\$1,000.00

CONTRACT

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 943784 / 1	Alt Order # 06278065	
Contract Dates	Product	Estimate #	
09/11/12 - 10/01/12	DSCC-IE	1612	

Advertiser Original Date / Revision 08/27/12 / 08/27/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF1	<u>Rate</u> \$500.00				
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM	2	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/10/12         09/16/12        wTF         2	<u>Rate</u> \$700.00				
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM	1	\$850.00
Start Date	<u>Rate</u>	,			¥500.00
Week: 09/10/12 09/16/12WTF 1	\$850.00				
8 WISN 09/18/12 09/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM	2	\$1,900.00
Week: 09/17/12	\$950.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 1	<u>Rate</u> \$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,,,,		-	7.,000.00
Week: 09/17/12 09/23/12 -TWTF 1 Week: 09/24/12 09/30/12 MTWTF 1	\$750.00 \$750.00		l		
N 11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	.30	IAM	2	<b>\$400.00</b>
Week: 09/10/12 09/16/12WTF 2	\$200.00				
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM	4	\$1,200.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$300.00		İ		
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00				
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$350.00				
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM	4	\$2.000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	4	\$2,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$500.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00				
15 WISN 09/12/12 09/28/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p Rate	:30	NM	6	\$3,000.00
Week: 09/10/12 09/16/12WTF 2	\$500.00				
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			_	
16 WISN 09/12/12 09/14/12 DR. OZ Start Date	4P-5P <u>Rate</u>	:30	NM	2	\$1,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF2	\$500.00				
17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM	4	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$600.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00				
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM	3	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/10/12         09/16/12        WTF         1	<u>Rate</u> \$100.00				
Week: 09/10/12	\$100.00				
	•				

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Contract / Revision Alt Order # 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/27/12 / 08/27/12 **Democratic Senatorial Ca** 

					Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					····
Week: 09/24/12	09/30/12	MTWTF	1	\$100.00	***************************************				
19 WISN 09/18/			•	5-530pm	:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00			I		
Week: 09/24/12	09/30/12	MTWTF	2	\$1,000.00					
20 WISN 09/12	/12 09/14/	2 News M-F	5n	5-530pm	:30		NM	2	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		14141	4	\$1,400.00
Week: 09/10/12	09/16/12	WTF	2	\$700.00					
21 WISN 09/12/		2 News M-F	5a	5-6A	:30		NM	2	\$500.00
Start Date Week: 09/10/12	End Date	Weekdays	Spots/Week	Rate			1		
	09/16/12	WTF	2	\$250.00					
22 WISN 09/18/ Start Date	/12 09/28/1 End Date	12 News M-F Weekdavs		5-6A	:30		NM	4	\$1,400.00
Week: 09/17/12	09/23/12	-TWTF	Spots/Week 2	<u>Rate</u> \$350.00			1		
Week: 09/24/12	09/30/12	MTWTF	2	\$350.00					
23 WISN 09/12/	/12 09/14/1	2 News M-F	6p	6-630pm	:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				•	77,500.00
Week: 09/10/12	09/16/12	WTF	3	\$1,000.00					
24 WISN 09/18/		12 News M-F	•	6-630pm	:30		NM	4	\$4,800.00
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200,00	•				
Week: 09/24/12	09/30/12	MTWTF	2	\$1,200.00			ı		
25 WISN 09/18/				6-7A	:30		NM	6	\$6,000.00
	End Date	Weekdays	Spots/Week	Rate	.50		INIVI	U	\$0,000.00
Week: 09/17/12	09/23/12	-TWTF	3	\$1,000.00					
Week: 09/24/12	09/30/12	MTWTF	3	\$1,000.00					
26 WISN 09/12/				6-7A	:30		NM	3	\$2,550.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$850.00					
							1110	_	<b>*</b> / =====
27 WISN 09/12/ Start Date	/12 09/14/1 End Date	ı∠ Entertainm Weekdays	ent Tonight Spots/Week	630p-7pm Rate	:30		NM	2	\$1,500.00
Week: 09/10/12	09/16/12	WTF	2	\$750.00					
28 WISN 09/18/	/12 09/28/1	2 Entertainm	ent Tonight	630p-7pm	:30		NM	4	\$3,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	,,,,			•	\$0,400.00
Week: 09/17/12	09/23/12	-TWTF	2	\$850.00			i		
Week: 09/24/12	09/30/12	MTWTF	2	\$850.00					
29 WISN 09/12/			ing America	7-9a	:30		NM	18	\$18,000.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,000.00					
Week: 09/17/12	09/23/12	MTWTF	6	\$1,000.00			1		
Week: 09/24/12	09/30/12	MTWTF	6	\$1,000.00					
30 WISN 09/18/	/12 09/28/1	2 LIVE WITH	KELLY!	9-10am	:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				-	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 09/17/12	09/23/12	-TWTF	2	\$450.00					
Week: 09/24/12	09/30/12	MTWTF	2	\$450.00					
31 WISN 09/12/				9-10am	:30		NM	2	\$1,400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$700.00					
110011, 007,10712	-0110112	** *	-	ψ. σσ.σσ			6		

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1	Rate				
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$3,000.00 \$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30	NM	1	\$2,500.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00				
34 WISN 09/24/12 10/01/12 Dancing	Prime Other	:30	NM	2	\$11,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1400	_	Ψ11,000.00
Week: 09/24/12 09/30/12 1 1	\$5,500.00				
Week: 10/01/12 10/07/12 1 1	\$5,500.00				
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30	NM	1	\$15,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/24/12 09/30/12 1 1	\$15,000.00				
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM	1	\$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$450.00				
		-00		_	
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week Start Date End Date Weekdays Spots/Week	er⊨ i vveekend <u>Rate</u>	:30	NM	3	\$450.00
Week: 09/10/12 09/16/121- 1	\$150.00				
Week: 09/17/12 09/23/121- 1	\$150.00				
Week: 09/24/12 09/30/121- 1	\$150.00				
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	:30	NM	3	\$3,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	4-70-0.00
Week: 09/10/12 09/16/121 1	\$1,200.00				
Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/24/12 09/30/121- 1	\$1,200.00				
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	MM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00				
		.20		•	
40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM	2	\$1,400.00
Week: 09/17/12 09/23/121- 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM	1	\$300.00
Start Date	<u>Rate</u>			•	4000.00
Week: 09/10/12 09/16/121- 1	\$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/121- 1	\$500.00	·····			
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1-         1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
		•20	NIA	4	64 400 00
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$1,100.00
Week: 09/10/12 09/16/121- 1	\$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00
•	•			•	,

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065

146

Totals

\$145,700.00

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Original Date / Revision Advertiser 08/27/12 / 08/27/12 Democratic Senatorial Ca

Spots/

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	nots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Longin Wook	rato	1,000	poto	Antoun
Week: 09/24/12	09/30/12	1-	1	\$8,500.00						
46 WISN 09/16		12 Late News	•	10p-1030p		:30		NM	1	\$1,400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,400.00						
47 WISN 09/23		12 Late News	SU 1030PM	1030p-11p		:30		NM	2	\$1,900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	7.,700.00
Week: 09/17/12	09/23/12	1 1	1	\$950.00						
Week: 09/24/12 48 WISN 09/23	09/30/12		I	\$950.00		:30		NM	2	£400.00
48 VVISN 09/23	End Date	12 Su 458-6a Weekdays	Spots/Week	458-6AM Rate		:30		INIVI	2	\$400.00
Week: 09/17/12	09/23/12	1	1	\$200.00						
Week: 09/24/12	09/30/12	1	1	\$200.00						
49 WISN 09/16		12 News Sun		530-6p		:30		NM	1	\$400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$400.00						
50 WISN 09/23	/12 09/30/1	12 News Sun	530pm	530-6p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	1 1	1 1	\$500.00 \$500.00						
51 WISN 09/16				6-7a		:30		NM	1	\$250.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	'	Ψ250.00
Week: 09/10/12	09/16/12	1	1	\$250.00						
52 WISN 09/23				6-7a		:30		NM	2	\$800.00
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 09/24/12	09/30/12	1	1	\$400.00						
53 WISN 09/23	/12 09/30/1	12 News Sun	7-9a	7-9am		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	1 1	1 1	\$500.00 \$500.00						
54 WISN 09/23						:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1000	_	Ψ2,000.00
Week: 09/17/12	09/23/12	1	1	\$1,000.00						
Week: 09/24/12	09/30/12	1	1	\$1,000.00						
55 WISN 09/16 Start Date	/12	12 This Week Weekdays	With George Ste Spots/Week	ep930-1030am Rate		:30		NM	1	\$650.00
Week: 09/10/12	09/16/12	1	1	\$650.00						
56 WISN 09/27	/12 09/27/	12 LastResort		Thu 7-8p		:30		NM	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12	09/30/12	1	1	\$2,000.00		.20		NIM	4	61 000 00
57 WISN 09/11 Start Date	/12 09/11/ End Date	12 Trust Weekdavs	Spots/Week	Tue 8-9p Rate		:30		NM	1	\$1,800.00
Week: 09/10/12	09/16/12	-1	1	\$1,800.00						
58 WISN 09/11				Tue 9-10p		:30		NM	1	\$1,800.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,800.00						
WEER, USTIDITE	USI TUI IZ	-T	ı	ψ1,000.00						2415 - 24

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	Contract / Revis	ion	Alt Order #
	943784 /	1	06278065
Contract Dates Product			Estimate #
09/11/12 - 10/01/12	DSCC-IE		1612
Advertiser			ginal Date / Revision
Democratic Senatorial Ca			8/27/12 / 08/27/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature:	Date:	

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	vision		Alt Order #	_
	943784	/ 2		06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
Advertiser			Ori	ginal Date /	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	0	9/17/12	/ 09/17/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	ldeb	orandt	HRP -Washingto
	Special Handl	<u>ing</u>			
	Demographic				
	Adults 35+	·			
	IDB#	Adverti	iser	<u>Code</u>	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spot	s	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER	RI1P-2P LTC 9/07	:30		NM	2	\$600.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 09/17/12 09/23/12WTF 1	\$300.00			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
3 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
See MG 1.5,1.6     WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
⊕ See MG 1.5.1.6	IVI-F 2-3F	M1 UW111F :30	<del>\$300.00</del>	IVIVI		
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
M MG for 1.3.1.4	2 01	100	<b>4000.00</b>			
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	wThF :30	\$300.00	NM		
Credited						
Week: 09/24/12 09/30/12WTF 1	\$300.00			1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
⊕ MG for 1.3,1.4						
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	wThF :30	\$300.00	NM		
Credited						
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30		NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12wTF 1	<u>Rate</u> \$350.00					
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00 \$350.00					
3 WISN 09/12/12 09/14/12 Late News 10PM		-20			_	00.000.00
Start Date End Date Weekdays Spots/Week	10-1030p Rate	:30		NM	2	\$2,800.00
Week: 09/10/12 09/16/12WTF 2	\$1,400.00					
4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30		NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	-	JO,400.00
Week: 09/17/12 09/23/12 -TwTF 2	\$1,600.00					
Week: 09/24/12 09/30/12 MTWTF 2	\$1,600.00			ı		
5 WISN 09/18/12 09/28/12 The View	10-11am	:30		NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			1		,
Week: 09/17/12 09/23/12 -TwTF 1	\$500.00			l		

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Contract / Revision Alt Order# 06278065 943784 Product Contract Dates Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week:         09/24/12         09/30/12         MTWTF         1	<u>Rate</u> \$500.00			
6 WISN 09/12/12 09/14/12 The View  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 2	10-11am <u>Rate</u> \$700.00	:30	NM 2	\$1,400.00
7 WISN 09/12/12 09/14/12 Late News 1030PM  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12WTF 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
8 WISN 09/18/12 09/28/12 Late News 1030PM  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 1  Week: 09/24/12 09/30/12 MTWTF 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	NM 2	\$1,900.00
9 WISN 09/12/12 09/14/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 1	11p-1130p <u>Rate</u> \$400.00	:30	NM 1	\$400.00
10 WISN 09/18/12 09/29/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 1  Week: 09/24/12 09/30/12 MTWTF 1	11p-1130p <u>Rate</u> \$750.00 \$750.00	:30	NM 2	\$1,500.00
11 WISN 09/12/12 09/14/12 ANDERSON COOPER  Start Date	M-F 11A-12P <u>Rate</u> \$200.00	:30	NM 2	\$400.00
12 WISN 09/18/12 09/28/12 THE CHEW  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 2  Week: 09/24/12 09/30/12 MTWTF 2	12P-1P <u>Rate</u> \$300.00 \$300.00	:30	NM 4	\$1,200.00
13 WISN 09/12/12 09/14/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 2	\$700.00
14 WISN 09/18/12 09/28/12 KATIE COURIC       Start Date     End Date     Weekdays     Spots/Week       Week: 09/17/12 09/23/12 -TwTF     2       Week: 09/24/12 09/30/12 MTwTF     2	M-F 2-3P <u>Rate</u> \$500.00 \$500.00	:30	NM 4	\$2,000.00
15 WISN 09/12/12 09/28/12 3-4p  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12wTF 2  Week: 09/17/12 09/23/12 MTWTF 2  Week: 09/24/12 09/30/12 MTWTF 2	3-4p <u>Rate</u> \$500.00 \$500.00 \$500.00	:30	NM 6	\$3,000.00
16 WISN 09/12/12 09/14/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	4P-5P <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
17 WISN 09/18/12 09/28/12 DR. OZ  Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	4P-5P <u>Rate</u> \$600.00 \$600.00	:30	NM 4	\$2,400.00
18 WISN 09/12/12 09/28/12 News M-F 430a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 1  Week: 09/17/12 09/23/12 MTWTF 1	430-5a <u>Rate</u> \$100.00 \$100.00	:30	NM 3	\$300.00

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 1 06278065 Contract Dates Product Estimate # DSCC-IE 09/11/12 - 10/01/12 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$100.00				
19 WISN 09/18/12 09/28/12 News M-F 5p  Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	5-530pm <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	4	\$4,000.00
20 WISN 09/12/12 09/14/12 News M-F 5p  Start Date	5-530pm <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00
21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
22 WISN 09/18/12       09/28/12       News M-F 5a         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TwTF       2         Week: 09/24/12       09/30/12       MTwTF       2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM	4	\$1,400.00
23 WISN 09/12/12 09/14/12 News M-F 6p  Start Date	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
24 WISN 09/18/12 09/28/12 News M-F 6p         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TwTF       2         Week: 09/24/12       09/30/12       MTwTF       2	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM	4	\$4,800.00
25 WISN 09/18/12 09/28/12 News M-F 6a  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 3  Week: 09/24/12 09/30/12 MTWTF 3	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6	\$6,000.00
26 WISN 09/12/12 09/14/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 3	6-7A <u>Rate</u> \$850.00	:30	MM	3	\$2,550.00
27 WISN 09/12/12 09/14/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/12wTF 2	630p-7pm <u>Rate</u> \$750.00	:30	MM	2	\$1,500.00
28 WISN 09/18/12 09/28/12 Entertainment Tonight         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12       -TwTF       2         Week: 09/24/12       09/30/12       MTwTF       2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM	4	\$3,400.00
29 WISN 09/12/12 09/28/12 Good Morning America  Start Date	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	18	\$18,000.00
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12 -TWTF 2  Week: 09/24/12 09/30/12 MTWTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	MM	4	\$1,800.00
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	9-10am <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00

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Contract / Revision Alt Order # 06278065 943784 Product Contract Dates Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 **Democratic Senatorial Ca** 

		Spots/		
*Line Ch Start Date End Date Description		ength Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			_
32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week	Fri 9-10p Rate	:30	NM 2	\$6,000.00
Week: 09/17/12	\$3,000.00		:	
Week: 09/24/12 09/30/121 1	\$3,000.00			
N 33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 1 1	\$2,500.00	L	<b>-</b>	
Spot Ch Date Range Description  1 WISN 09/17/12-09/23/12 BachPad	Start/End Time Weekdays Prime Other M	Length Rate - :30 \$2,500.00	<u>Type</u> NM	
See MG 34.3,34.4,34.5	Finne Other	.30 <del>\$2,000.00</del>	14141	
now CMA Music Fest				
N 34 WISN 09/24/12 10/01/12 Dancing	Prime Other	:30	NM 4	\$26,300.00
Start Date End Date Weekdays Spots/Week	Rate C5 500.00			
Week: 09/24/12 09/30/12 1 1 Spot Ch Date Range <u>Description</u>	\$5,500.00 Start/End Time Weekdays	Length Rate	<u>Type</u>	
1 WISN 09/24/12-09/30/12 Dancing	Prime Other M		NM	
See MG 34.3,34.4,34.5		,55 75,555,55		
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME	PACKERS PRE-G.M	- :30 \$3,800.00	NM	
MG for 57.1,33.1,58.1,34.1	DA 01/200 01115			
4 WISN 09/24/12-09/24/12 PACKERS GAME   MG for 57.1,33.1,58.1,34.1	PACKERS GAME M	- :30 \$15,000.00	NM	
	KELATE NEWS AFTEM	- :30 \$2,000.00	NM	
→ MG for 57.1,33.1,58.1,34.1		100 42,000.00		
Week: 10/01/12 10/07/12 1 1	\$5,500.00			
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30	NM 1	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	Rate \$15,000,00			
	\$15,000.00	-00		<b></b>
36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p Rate	:30	NM 1	\$450.00
Week: 09/10/12	\$450.00		:	
37 WISN 09/15/12 09/29/12 Entertainment Tonite Weeks	erET Weekend	:30	NM 3	\$450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, , , , , ,
Week: 09/10/12 09/16/121- 1	\$150.00			
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00 \$150.00		i	
		.00		<b>## 000 00</b>
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM 3	\$3,600.00
Week: 09/10/12 09/16/121- 1	\$1,200.00			
Week: 09/17/12 09/23/121- 1	\$1,200.00			
Week: 09/24/12 09/30/121- 1	\$1,200.00	***************************************		
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	NM 1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00			
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM 2	64 400 00
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 2	\$1,400.00
Week: 09/17/12 09/23/121- 1	\$700.00			
Week: 09/24/12 09/30/121- 1	\$700.00			
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM 1	\$300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate# 09/11/12 - 10/01/12 DSCC-IE 1612

Original Date / Revision Advertiser 09/17/12 / 09/17/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	s Amount
Start Date         End Date         Weekdays         Spots/Week           Week:         09/10/12         09/16/12        1-         1	<u>Rate</u> \$300.00			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p  Start Date End Date Weekdays Spots/Week  Week: 09/10/12 09/16/121 1	6-630pm <u>Rate</u> \$500.00	:30	NM	1 \$500.00
43 WISN 09/22/12 09/29/12 Sat 630-7p  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121- 1  Week: 09/24/12 09/30/121- 1	630-7p <u>Rate</u> \$500.00 \$500.00	:30	NM	2 \$1,000.00
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	7-1030p <u>Rate</u> \$1,100.00	:30	NM	1 \$1,100.00
45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	7-1030p <u>Rate</u> \$8,500.00	:30	NM	1 \$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	10p-1030p <u>Rate</u> \$1,400.00	:30	NM	1 \$1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	NM	2 \$1,900.00
48 WISN 09/23/12 09/30/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	458-6AM <u>Rate</u> \$200.00 \$200.00	:30	NM	2 \$400.00
49 WISN 09/16/12 09/16/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	530-6p <u>Rate</u> \$400.00	:30	NM	1 \$400.00
50 WISN 09/23/12 09/30/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	NM	2 \$1,000.00
51 WISN 09/16/12 09/16/12 Sun GMA  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	6-7a <u>Rate</u> \$250.00	:30	NM	1 \$250.00
52 WISN 09/23/12 09/30/12 Sun GMA         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM	2 \$800.00
53 WISN 09/23/12       09/30/12       News Sun 7-9a         Start Date       Meekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	ММ	2 \$1,000.00
54 WISN 09/23/12 09/30/12 This Week With George Ste  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	p930-1030am <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	2 \$2,000.00
55 WISN 09/16/12 09/16/12 This Week With George Ste	p930-1030am	:30	NM	1 \$650.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

145

\$154,900.00



	Contract / Revisio 943784 /	n Alt Order # 2 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser		Original Date / Revision

Totals

09/17/12 / 09/17/12 Democratic Senatorial Ca Spots/ Ch Start Date End Date Description Length Week *Line Start/End Time Rate Type Spots Days Amount Spots/Week Start Date End Date Weekdays Rate \$650.00 Week: 09/10/12 09/16/12 1 56 WISN 09/27/12 09/27/12 LastResort Thu 7-8p :30 NM \$2,000.00 End Date Spots/Week Start Date Weekdays Rate Week: 09/24/12 09/30/12 ---1---\$2,000.00 N 57 WISN 09/11/12 09/11/12 Trust Tue 8-9p :30 NM \$0.00 Spots/Week Start Date End Date <u>Weekdays</u> <u>Rate</u> Week: 09/10/12 09/16/12 \$1,800.00 Spot Ch Length Date Range Description Start/End Time Weekdays Rate Type 1 WISN 09/10/12-09/16/12 Trust Tue 8-9p -Tu-----:30 \$1,800.00 NM See MG 34.3.34.4.34.5 N 58 WISN 09/11/12 09/11/12 NYMed Tue 9-10p :30 NM 0 \$0.00 End Date Spots/Week Start Date Weekdays Rate Week: 09/10/12 \$1,800.00 09/16/12 Start/End Time Length Spot Ch Date Range Description Weekdays Rate Type 1 WISN 09/10/12-09/16/12 NYMed Tue 9-10p \$1,800.00 NM :30 See MG 34.3,34.4,34.5

Time Period # of Spots **Gross Amount** Net Amount 08/27/12 -09/30/12 144 \$149,400.00 \$126,990.00 10/01/12 -10/01/12 \$5,500.00 \$4,675.00 1 Totals 145 \$154,900.00 \$131,665.00

Signature:	Date	

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	<u>vision</u>	- 4	Alt Order #				
	943784	/ 3	-	06278065				
Product								
OSCC-IE								
Contract Dates	Estimate #		$\neg$					
09/11/12 - 10/01/12	1612							
Advertiser	tiser				riginal Date / Revision			
Democratic Senatorial Ca	ımpaign Com		1	9/21/12	/ 09/21/12			
	Billing Cycle	Billing	Billing Calendar		Cash/Trade			
	EOM/EOC	Broadcast			Cash			
	Station	Accour	Account Executive		Sales Office			
	WISN	Will Hildebrandt		randt	HRP -Washingte			
•	Special Handling							
	Demographic							
	Demographic Adults 35+							
	IDB#		Advertiser Code		Product Code			
	8091	49			53			
	Agency Ref			Advertiser	Ref			

*Line Ch Start Data End Data Description	Spots/					
•	Start/End Time	Days Length Weel	k Rate	Type Spots	Amount	
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12WTF 1	1P-2P LTC 9/07 <u>Rate</u> \$300.00	:30		NM 2	\$600.00	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 3 WISN 09/11/12-09/17/12 KATIE COURIC  → See MG 1.5.1.6	Start/End Time M-F 2-3P	Weekdays Length MTuWThF :30	<u>Rate</u> \$300-00	<u>Type</u> NM		
4 WISN 09/11/12-09/17/12 KATIE COURIC  19 See MG 1.5,1.6	M-F 2-3P	MTuWThF :30	\$300.00	NM		
MG for 1.3,1.4	M-F 2-3P	MTuWThF: :30	\$300.00	NM		
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI Credited	11P-2P LTC 9/07	WThF :30	<del>\$300.00</del>	NM		
Week: 09/24/12 09/30/12WTF 1	\$300.00					
	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
	M-F 2-3P	MTuWThF :30	\$300.00	NM		
MG for 1.3,1.4     8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI     Credited	11P-2P LTC 9/07	WThF :30	\$300.00	NM		
2 WISN 09/18/12 09/30/12 General Hospital 2  Start Date End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12WTF 1  Week: 09/24/12 09/30/12 MTWTF 1	2-3pm/1-2p <u>Rate</u> \$350.00 \$350.00	:30		NM 2	\$700.00	
3 WISN 09/12/12 09/14/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	10-1030p <u>Rate</u> \$1,400.00	:30		NM 2	\$2,800.00	
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/17/1209/23/12-TwTF2	10-1030p <u>Rate</u> \$1,600.00	:30		NM 2	\$3,200.00	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
See MG 5.4,5.5	10-1030p	-TuwThF :30	\$1,600.00	NM		
5 WISN 09/17/12-09/23/12 Late News 10PM See MG 5.4,5.5	10-1030p	-TuWThF :30	<del>\$1,600.00</del>	NM		

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 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/21/12 / 09/21/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF2	<u>Rate</u> \$1,600.00			
N 5 WISN 09/18/12 09/28/12 The View	10-11am	:30	NM 3	\$12,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 09/17/12-09/23/12 The View	10-11am	-тиwThF :30 \$500.00	NM	
See MG 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME	PACKERS POST	T-(M: :30 \$6,050.00	NM	
(h) MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2	29.9,5.3			
5 WISN 09/25/12-09/25/12 DanceResults  MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2	Prime Other	-Tu :30 \$6,000.00	NM	
Week: 09/24/12 09/30/12 MTWTF 1	\$500.00			
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
Week: 09/10/12	<u>Rate</u> \$700.00			
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM 1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 1	Rate			
Week: 09/10/12 09/16/12WTF 1  N 8 WISN 09/18/12 09/28/12 Late News 1030PM	\$850.00		NI 1	**
Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM 1	\$950.00
Week: 09/17/12 09/23/12 -TWTF 1	\$950.00			
Spot Ch Date Range Description  1 WISN 09/17/12-09/23/12 Late News 1030PM	Start/End Time 1030p-11p	Weekdays Length Rate -TuwThF :30 \$950.00	Type NM	
See MG 5.4,5.5	1000p-11p	-1uw1111	14147	
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p	:30	<b>NM</b> 1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 1	<u>Rate</u> \$400.00			
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$750.00		1	
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00 \$750.00			
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 2	\$400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12WTF2	Rate			V
N 12 WISN 09/18/12 09/28/12 THE CHEW	\$200.00 12P-1P	:30		0000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 3	\$900.00
Week: 09/17/12	\$300.00		_	
Spot Ch Date Range Description 2 WISN 09/17/12-09/23/12 THE CHEW	Start/End Time 12P-1P	Weekdays Length Rate -TuWThF :30 \$300.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			
13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 2	\$700.00
Week: 09/10/12	<u>Rate</u> \$350.00			
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$500.00			·
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6

\$6,000.00

	Contract / Revision 943784 / 3	Alt Order # 06278065
<u>Contract Dates</u> 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser	loi	riginal Date / Revision

09/21/12 / 09/21/12 Democratic Senatorial Ca Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Weekdays Start Date End Date Spots/Week Rate Week: 09/24/12 09/30/12 MTWTF--2 \$500.00 15 WISN 09/12/12 09/28/12 3-4p :30 NM 6 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--2 \$500.00 Week: 09/17/12 09/23/12 MTWTF--2 \$500.00 Week: 09/24/12 09/30/12 MTWTF--2 \$500.00 16 WISN 09/12/12 09/14/12 DR. OZ :30 NM 2 \$1,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 09/10/12 09/16/12 -WTF-2 \$500.00 17 WISN 09/18/12 09/28/12 DR. OZ 4P-5F :30 NM \$2,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$600.00 2 Week: 09/24/12 09/30/12 MTWTF--2 \$600.00 18 WISN 09/12/12 09/28/12 News M-F 430a 430-5a :30 NM 3 \$300.00 End Date Weekdays Start Date Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--1 \$100.00 Week: 09/17/12 09/23/12 MTWTF--1 \$100.00 Week: 09/24/12 09/30/12 MTWTF--1 \$100.00 19 WISN 09/18/12 09/28/12 News M-F 5p 5-530pm :30 NM 3 \$3,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$1,000.00 2 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 09/17/12-09/23/12 News M-F 5p 5-530pm -TuWThF----:30 \$1,000.00 NN. See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF--\$1,000.00 20 WISN 09/12/12 09/14/12 News M-F 5p 5-530pm :30 NM 2 \$1,400.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--2 \$700.00 21 WISN 09/12/12 09/14/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--2 \$250.00 22 WISN 09/18/12 09/28/12 News M-F 5a 5-6A :30 NM \$1,400,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--2 \$350.00 Week: 09/24/12 09/30/12 MTWTF--2 \$350.00 23 WISN 09/12/12 09/14/12 News M-F 6p 6-630pm :30 NM 3 \$3,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 09/10/12 09/16/12 --WTF--3 \$1,000.00 24 WISN 09/18/12 09/28/12 News M-F 6p 6-630pm :30 NM 2 \$2,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$1,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate <u>Type</u> 1 WISN 09/17/12-09/23/12 News M-F 6p 6-630pm -TuWThF----:30 \$<del>1,200.00</del> NM See MG 5.4,5.5 5 WISN 09/17/12-09/23/12 News M-F 6p 6-630pm -TuWThF----:30 \$1,200.00 NM See MG 5.4.5.5 Week: 09/24/12 09/30/12 MTWTF--2 \$1,200.00 25 WISN 09/18/12 09/28/12 News M-F 6a 6-7A :30 NM

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Contract / Revision Alt Order# 06278065 943784 **Contract Dates** Product Estimate #

09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spot	ts	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/17/12 09/23/12 -TWTF 3	\$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00				
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				•
Week: 09/10/12 09/16/12WTF 3	\$850.00				
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate		į.		
Week: 09/10/12 09/16/12WTF 2	\$750.00				
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,700.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TWTF         2	Rate				
Week: 09/17/12 09/23/12 -TWTF 2 Spot Ch Date Range Description	\$850.00 Start/End Time	Monkdaya Lanath Bata	Tuna		
1 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	Weekdays Length Rate -TuwThF :30 \$850.00	<u>Type</u> NM		
See MG 5.4,5.5	030p-1pm	-14W111F30 <del>\$630.00</del>	IVIVI		
2 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM		
See MG 5.4,5.5					
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
N 29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM	16	\$16,000.00
Start Date	Rate				Ψ10,000.00
Week: 09/10/12 09/16/12WTF 6	\$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
9 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 <del>\$1,000.00</del>	NM		
See MG 5.4,5.5	7.0-	NT-NT-T- 00 04 000 00			
10 WISN 09/17/12-09/23/12 Good Morning America See MG 5.4,5.5	7-9a	MTuWThF :30 \$1,000.00	NM		
Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00				
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week	9-10am Rate	:30	NM	4	\$1,800.00
Week: 09/17/12	\$450.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$450.00				
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NIN A	_	T4 400 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	2	\$1,400.00
Week: 09/10/12 09/16/12WTF 2	\$700.00				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14191	2	\$0,000.00
Week: 09/17/12 09/23/121 1	\$3,000.00				
Week: 09/24/12 09/30/121 1	\$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	40.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
1 WISN 09/17/12-09/23/12 BachPad	Prime Other	M <b></b> :30 \$ <del>2,500.00</del>	NM		
See MG 34.3,34.4,34.5 now CMA Music Fest					
	Driver C''				
E 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other	:30	NM	4	\$26,300.00
Week: 09/24/12	<u>Rate</u> \$5,500.00				
·	,		L		

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Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time Days Le	Spots/ ength Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time Weekdays	Length Rate	<u>Type</u>	· · · · · · · · · · · · · · · · · · ·
1 WISN 09/24/12-09/30/12 Dancing See MG 34.3,34.4.34.5	Prime Other M	- :30 <del>\$5,500.00</del>	NM	
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME  MG for 57.1,33.1,58.1,34.1	PACKERS PRE-G.M	- :30 \$3,800.00	NM	
4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME M	- :30 \$15,000.00	NM	
	KELATE NEWS AFTEM	- :30 <del>\$2,000.00</del>	NM	
	M	- :30 \$2,000.00	NM	
⊕ MG for 34.5 09/24				
Week: 10/01/12 10/07/12 1 1  35 WISN 09/24/12 09/24/12 PACKERS GAME	\$5,500.00	-00		** <b>=</b>
35 WISN 09/24/12 09/24/12 PACKERS GAME  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/12 1 1	PACKERS GAME Rate \$15,000.00	:30	NM 1	\$15,000.00
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM 1	\$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$450.00			Ψ400.00
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week	erET Weekend	:30	NM 3	\$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$150.00			
Week: 09/17/12 09/23/121- 1	\$150.00			
Week: 09/24/12 09/30/121- 1	\$150.00			
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM 3	\$3,600.00
Week: 09/10/12	\$1,200.00			
Week: 09/17/12 09/23/121- 1	\$1,200.00			
Week: 09/24/12 09/30/121- 1	\$1,200.00	* *		
39 WISN 09/15/12 09/15/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 1	\$200.00
Week: 09/10/12 09/16/121- 1	\$200.00			
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM 2	\$1,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1-         1	<u>Rate</u> \$700.00		ŀ	
Week: 09/24/12 09/30/121- 1	\$700.00		į.	
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM 1	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$300.00			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM 1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$500.00			
43 WISN 09/22/12 09/29/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	630-7p	:30	NM 2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/121- 1	\$500.00			
44 WISN 09/15/12 09/15/12 ABC Prime College Footba	•	:30	NM 1	\$1,100.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$1,100.00			
			1	

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09/21/12 / 09/21/12



	Contract / Revision 943784 / 3	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser	<u> </u>  OI	riginal Date / Revision

Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			······································
45 WISN 09/29/12 09/29/12 Badgers FB Start Date End Date Weekdays Spots/Week	7-1030p Rate	:30	NM 1	\$8,500.00
Week: 09/24/12 09/30/121- 1	\$8,500.00			
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM 1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$1,400.00			
47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	:30	NM 2	\$1,900.00
Start Date End Date Weekdays Spots/Week	Rate	.50	2	Ψ1,900.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$950.00			
48 WISN 09/23/12 09/30/12 Su 458-6a	\$950.00 458-6AM	:30	NIM O	<b>*</b> 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$400.00
Week: 09/17/12 09/23/121 1	\$200.00			
Week: 09/24/12 09/30/121 1	\$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm Start Date End Date Weekdays Spots/Week	530-6p Rate	:30	NM 1	\$400.00
Week: 09/10/12 09/16/121 1	\$400.00			
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM 2	\$1,000.00
Start Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1	<u>Rate</u> \$500.00		ŀ	
Week: 09/24/12 09/30/121 1	\$500.00			
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	Rate			7255.57
Week: 09/10/12 09/16/121 1 52 WISN 09/23/12 09/30/12 Sun GMA	\$250.00 6-7a			
Start Date End Date Weekdays Spots/Week	o-7a <u>Rate</u>	:30	NM 2	\$800.00
Week: 09/17/12 09/23/121 1	\$400.00			
Week: 09/24/12 09/30/121 1	\$400.00			
53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM 2	\$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
54 WISN 09/23/12 09/30/12 This Week With George Ste		:30	NM 2	\$2,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12        1         1	<u>Rate</u> \$1,000.00			
Week: 09/24/12 09/30/121 1	\$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Ste	p930-1030am	:30	NM 1	\$650.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1         1	<u>Rate</u> \$650.00			
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM 1	¢2 000 00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.55	MINI	\$2,000.00
Week: 09/24/12 09/30/121 1	\$2,000.00			
57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30	NM 0	\$0.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5	Tue 8-9p	-Tu :30 \$1,800.00	NM	
000 HO 01.0,01.7,01.0				

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943784	/ 3	06278065	
Product DSCC-IE		Estimate # 1612	
	Product	Product DSCC-IE	Product

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	k Rate	Type Spot	ts Amo	ount
58 WISN 09/11/12 09/11/12 NYMed  Start Date	Tue 9-10p <u>Rate</u> \$1,800.00 <u>Start/End Time</u> <i>Tue</i> 9-10p	:30  Weekdays Length -Tu:30	<u>Rate</u> \$1,800.00	NM <u>Type</u> <i>NM</i>	0 \$	\$0.00
300 M3 6 Najo 1. 170 1.0	***************************************	То	tals	13	5 \$154,90	00.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	134	\$149,400.00	\$126,990.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	135	\$154,900.00	\$131,665.00

Signature:	Date:	

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #		
	943784	/ 4		06278065		
Product						
DSCC-IE						
Contract Dates	Estimate #				***	
09/11/12 - 10/01/12	1612					
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision	
Democratic Senatorial Ca	impaign Com	mittee	0	9/27/12	/ 09/27/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	OC Broadcast Account Executive		Cash		
	Station			xecutive	Sales Office	
	WISN	Will Hi	ldeb	orandt	HRP -Washingto	
	Special Handl	ing				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	<u>Code</u>	Product Code	
	8091	49			53	
	Agency Ref			Advertiser	Ref	
				ŀ		

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	k Rate	TypeSp	ots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER	RI1P-2P LTC 9/07	:30		NM	2	\$600.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12        wTF         1	<u>Rate</u> \$300.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	мтиwтhF :30	\$300.00	NM		
→ See MG 1.5,1.6						
4 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300 <del>.00</del>	NM		
→ See MG 1.5,1.6						
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
→ MG for 1.3,1.4				l l		
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	WThF :30	\$300.00	NM		
Credited				i		
Week: 09/24/12 09/30/12WTF 1	\$300.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM		
→ MG for 1.3,1.4				ŀ		
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	wThF :30	\$300.00	NM		
Credited						
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30		NM	2	\$700.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 09/17/12 09/23/12WTF 1	\$350.00					
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00					
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	:30		NM	2	\$2,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 09/10/12 09/16/12WTF 2	\$1,400.00					
N 4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30		NM	3	\$3,200.00
Start Date	<u>Rate</u>					
Week: 09/17/12 09/23/12 -TwTF 2	\$1,600.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 5.4,5.5						
5 WISN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 5.4,5.5						

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Contract / Revision Alt Order# 06278065 943784 Product Estimate # Contract Dates 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         MTWTF         2	<u>Rate</u> \$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30 \$1,600.00	NM	
See MG 4.6,4.7,4.8 3 WISN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30 \$1,600.00	NM	
See MG 4.6,4.7,4.8 6 WISN 10/01/12-10/01/12 News M-F 5a	5-6A	M: :30 \$1,000.00	NM	
MG for 4.1,4.3     7 WISN 10/01/12-10/01/12 News M-F 5p     MG for 4.1,4.3	5-530pm	M: :30 \$2,000.00	NM	
8 WISN 09/30/12-09/30/12 Upfront  M MG for 4.1,4.3	11-1130p	si :30 \$200.00	NM	
5 WISN 09/18/12 09/28/12 The View	10-11am	.20		040 550 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	Rate \$500.00	:30	NM 3	\$12,550.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 WISN 09/17/12-09/23/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 5.4,5.5		_		
4 WISN 09/24/12-09/24/12 PACKERS POST-GAME		Г-(М :30 \$6,050.00	NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2 LR - Football	:9.9,5.3			
5 WISN 09/25/12-09/25/12 DanceResults	Prime Other	-Tu :30 \$6,000.00	NM	
(h) MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2	9.9,5.3			
Week: 09/24/12 09/30/12 MTWTF 1	\$500.00			
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	Rate			
	\$700.00			_
7 WISN 09/12/12 09/14/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM 1	\$850.00
Week: 09/10/12 09/16/12WTF 1	\$850.00			
8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM 1	\$950.00
Start Date End Date Weekdays Spots/Week	Rate			4000.00
Week: 09/17/12 09/23/12 -TWTF 1	\$950.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 09/17/12-09/23/12 Late News 1030PM See MG 5.4,5.5	1030p-11p	-TuWThF :30 \$950.00	NM	
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 1	<u>Rate</u> \$400.00			
			NI C	04 700 00
10 WISN 09/18/12 09/29/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 2	\$1,500.00
Week: 09/17/12 09/23/12 -TWTF 1	\$750.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00			
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 2	\$400.00
Start Date	<u>Rate</u>		<b>I</b>	
Week: 09/10/12 09/16/12WTF 2	\$200.00			
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM 3	\$900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	

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Hearst television (nc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents

Contract / Re	visi	on	Alt Order #
943784	1	4	06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 -TWTF 2 Spot Ch Date Range Description	\$300.00 Start/End Time	Weekdays Length Rate	Туре	
2 WISN 09/17/12-09/23/12 THE CHEW	12P-1P	-TuwThF :30 \$300.00	NM NM	
See MG 5.4,5.5			·	
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM 2	\$700.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$350.00			
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000,00
Start Date End Date Weekdays Spots/Week	Rate	.00	· · · · · · · · · · · · · · · · · · ·	Ψ2,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
15 WISN 09/12/12 09/28/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM 6	\$3,000.00
Week: 09/10/12	<u>Rate</u> \$500.00			
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$500.00			
17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM 4	\$3,400,00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101 4	\$2,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00			
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 1	<u>Rate</u> \$100.00			
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$100.00			
19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week Week; 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$1,000.00		l	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 09/17/12-09/23/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM	
See MG 5.4,5.5				
Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00			
20 WISN 09/12/12 09/14/12 News M-F 5p Start Date	5-530pm Rate	:30	NM 2	\$1,400.00
Week: 09/10/12 09/16/12WTF 2	\$700.00			
21 WISN 09/12/12 09/14/12 News M-F 5a	5-6A	:30	NM 2	\$500.00
Start Date End Date Weekdays Spots/Week	Rate		1	
Week: 09/10/12 09/16/12WTF 2	\$250.00			
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM 4	\$1,400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/17/1209/23/12-TwTF2	<u>Rate</u> \$350.00			
Week; 09/24/12 09/30/12 MTWTF 2	\$350.00			
23 WISN 09/12/12 09/14/12 News M-F 6p	6-630pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	

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 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        wTF         3	<u>Rate</u> \$1,000.00			
24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM 2	\$2,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TWTF         2	<u>Rate</u> \$1,200.00			
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	Type	
1 WISN 09/17/12-09/23/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
See MG 5.4,5.5				
5 WISN 09/17/12-09/23/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00			
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM 6	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$1,000.00			
Week: 09/17/12 09/23/12 -TWTF 3 Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00 \$1,000.00			
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM 3	\$2,550.00
Start Date End Date Weekdays Spots/Week	Rate	.50	1410	Ψ2,550.00
Week: 09/10/12 09/16/12WTF 3	\$850.00			
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 2	\$750.00			04 T00 00
28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm <u>Rate</u>	:30	NM 2	\$1,700.00
Week: 09/17/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 5.4,5.5 2 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850:00	NM	
See MG 5.4,5.5	030p-1pm	- Tuw III30 \$000.00	74197	
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00			
29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM 16	\$16,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 6 Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00 \$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
9 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM	
See MG 5.4,5.5				
10 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00			
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$450.00 \$450.00			
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week	9-10am Rate	.50	14(4)	φ1,400.00
Week: 09/10/12 09/16/12WTF 2	\$700.00			
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 09/17/12 09/23/121 1	\$3,000.00		l	

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

	0. 45 15 5	Spots/	<b>T</b> 0 1	
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12        1         1	<u>Rate</u> \$3,000.00			
33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$2,500.00			
Spot Ch Date Range Description	Start/End Time Week	days Length Rate	Туре	
1 WISN 09/17/12-09/23/12 BachPad		:30 \$ <del>2,5</del> 0 <del>0.00</del>		
See MG 34.3,34.4,34.5				
now CMA Music Fest	Drives Other	.30	NINA 4	#0C 000 00
34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30	NM 4	\$26,300.00
Week: 09/24/12 09/30/12 1 1	\$5,500.00			
Spot Ch Date Range Description	Start/End Time Week			
1 WISN 09/24/12-09/30/12 Dancing	Prime Other M	:30 \$ <del>5,500.00</del>	NM	
See MG 34.3,34.4,34.5 3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME	PACKERS PRE-GM	:30 \$3,800.00	NM	
MG for 57.1,33.1,58.1,34.1	1,101,-110,110	7-1		
4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME M	:30 \$15,000.00	NM	
MG for 57.1,33.1,58.1,34.1 5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PAC	KELATE NEWS AFTEM	:30 <del>\$2,000.0</del> 6	NM	
⊕ See MG 34.6	NELATE NEWS AFTIM	.30 <del>02,000.00</del>	/ ////	
6 WISN 09/24/12-09/24/12 LN After Packers Game	М	:30 \$2,000.00	NM	
MG for 34.5 09/24				
LR - Football Week: 10/01/12 10/07/12 1 1	\$5,500.00			
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30	NM 1	\$15,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		<b>410,000.00</b>
Week: 09/24/12 09/30/12 1 1	\$15,000.00			
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM 1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$450.00			
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week		:30	NM 3	\$450.00
Start Date End Date Weekdays Spots/Week	Rate	.00	```` <b>`</b>	Ψ-50.00
Week: 09/10/12 09/16/121- 1	\$150.00			
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00 \$150.00			
	· · · · · · · · · · · · · · · · · · ·	:30	NINA 3	#2 COO OO
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p Rate	.30	NM 3	\$3,600.00
Week: 09/10/12 09/16/121- 1	\$1,200.00			
Week: 09/17/12 09/23/121- 1	\$1,200.00			
Week: 09/24/12 09/30/121- 1	\$1,200.00			
39 WISN 09/15/12 09/15/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NMI 1	\$200.00
Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00			
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	·		2 - 1 1 2 3 1 3 0
Week: 09/17/12 09/23/121- 1	\$700.00			
Week: 09/24/12 09/30/121- 1	\$700.00	.00		***
41 WISN 09/15/12 09/15/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM 1	\$300.00
Otali Date Life Date Weekdays Opots/Week	<u>rate</u>		i	

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 **Democratic Senatorial Ca** 

Spots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spot	s	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12        1-         1	<u>Rate</u> \$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p  Start Date	6-630pm <u>Rate</u> \$500.00	:30	NM	1	\$500.00
43 WISN 09/22/12 09/29/12 Sat 630-7p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	630-7p <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
Week: 09/24/12       09/30/12      1-       1         44 WISN 09/15/12       09/15/12       ABC Prime College Footbal         Start Date       End Date       Weekdays       Spots/Week         Week: 09/10/12       09/16/12      1-       1	\$500.00 7-1030p <u>Rate</u> \$1,100.00	:30	NM	1	\$1,100.00
45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	7-1030p <u>Rate</u> \$8,500.00	:30	NM	1	\$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	10p-1030p <u>Rate</u> \$1,400.00	:30	NM	1	\$1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM  Start Date   End Date   Weekdays   Spots/Week  Week: 09/17/12 09/30/121 1  Week: 09/24/12 09/30/121 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	МИ	2	\$1,900.00
48 WISN 09/23/12 09/30/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1  Week: 09/24/12 09/30/121 1	458-6AM <u>Rate</u> \$200.00 \$200.00	:30	NM	2	\$400.00
49 WISN 09/16/12 09/16/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	530-6p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
50 WISN 09/23/12     09/30/12     News Sun 530pm       Start Date     End Date     Weekdays     Spots/Week       Week: 09/17/12     09/23/12    1     1       Week: 09/24/12     09/30/12    1     1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
51 WISN 09/16/12 09/16/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	6-7a <u>Rate</u> \$250.00	:30	NM	1	\$250.00
52 WISN 09/23/12       09/30/12       Sun GMA         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM	2	\$800.00
53 WISN 09/23/12       09/30/12       News Sun 7-9a         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	MM	2	\$1,000.00
54 WISN 09/23/12       09/30/12       This Week With George Ste         Start Date       End Date       Weekdays       Spots/Week         Week: 09/17/12       09/23/12      1       1         Week: 09/24/12       09/30/12      1       1	p930-1030am <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	2	\$2,000.00
55 WISN 09/16/12 09/16/12 This Week With George Ste		:30	NM	1	\$650.00

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Totals

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

136

	943784 / 4	06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

Spots/

		Opoto/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type	Spots	Amount
Start Date         End Date         Weekdays         Spots/N           Week: 09/10/12         09/16/12        1         1	<u>Neek</u> <u>Rate</u> \$650.00				
56 WISN 09/27/12 09/27/12 LastResort  Start Date	Thu 7-8p <u>Neek Rate</u> \$2,000.00	:30	NM	1	\$2,000.00
57 WISN 09/11/12 09/11/12 Trust  Start Date End Date Weekdays Spots/ Week: 09/10/12 09/16/12 -1 1	Tue 8-9p <u>Neek Rate</u> \$1,800.00	:30	NM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5	<u>Start/End Time</u> Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -⊤u :30 <del>\$1,800.00</del>	<u>Type</u> <i>NM</i>		
58 WISN 09/11/12 09/11/12 NYMed <u>Start Date End Date Weekdays Spots/</u> Week: 09/10/12 09/16/12 -1 1	Tue 9-10p <u>Neek Rate</u> \$1,800.00	:30	NM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 NYMed  See MG 34.3,34.4,34.5	Start/End Time Tue 9-10p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -⊤u :30 <i>\$1,800.00</i>	<u>Type</u> <i>NM</i>		
		Totals		136	\$154,900.00

 Time Period
 # of Spots
 Gross Amount
 Net Amount

 08/27/12
 -09/30/12
 133
 \$146,400.00
 \$124,440.00

 10/01/12
 -10/01/12
 3
 \$8,500.00
 \$7,225.00

\$131,665.00

Signature:	Date:	

\$154,900.00

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# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Revision		E	Alt Order#	
	943784	/ 5	C	06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>	-		Orio	inal Date /	Revision
Democratic Senatorial Ca	ampaign Com	mittee	10	0/02/12	/ 10/02/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	<u>Station</u>	Accou	nt Ex	recutive	Sales Office
	WISN	Will Hi	ldeb	randt	HRP -Washingto
	Special Hand	ing			
	Demographic				
	Adults 35+				
	IDB#	Adver	liser	<u>Code</u>	Product Code
	8091	49			53
	Agency Ref	I		Advertiser	Ref

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spots	Amount
E 1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER	RI1P-2P LTC 9/07	:30		NM 2	\$600.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12WTF 1	\$300.00				
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>	
3 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300 <del>.00</del>	NM	
(A) See MG 1.5.1.6					
4 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
⊕ See MG 1.5,1.6					
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	мти <b>w</b> ThF :30	\$300.00	NM	
MG for 1.3,1.4					
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	WThF :30	\$300.00	NM	
Credited					
Week: 09/24/12 09/30/12WTF 1	\$300.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
(A) MG for 1.3,1.4					
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	wThF :30	\$300.00	NM	
Credited					
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30		NM 2	\$700.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12WTF 1	\$350.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00				
	10-1030p	:30		NM 2	\$2,800.00
0 71,011 00112112	Rate	.00			42,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	\$1,400.00			İ	
		:30		NM 3	\$3,200.00
E 4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30		INIVI	Ψ3,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$1,600.00				
4466K. 03/17/12 03/20/12 10/1	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
Spot Ch Date Range Description	10-1030p	-TuWThF :30	\$1,600.00	NM	
2 WISN 09/17/12-09/23/12 Late News 10PM	10-1030ρ	- Tuw IIIF30	₩1 <del>,000.00</del>	1.70	
See MG 5.4,5.5	10 10200	-TuWThF :30	\$1,600.00	NM	
5 WISN 09/17/12-09/23/12 Late News 10PM	10-1030p	- i uw i ii r 30	ψ-1 <del>7000.00</del>	. */*/	
See MG 5.4,5.5				L	

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

		Spot	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2	<u>Rate</u> \$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Түре</u>	
1 WISN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30	<del>\$1,600.00</del>	NM	
See MG 4.6,4.7,4.8 3 WISN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30	\$ <del>1,600.00</del>	NM	
See MG 4.6,4.7,4.8 6 WISN 10/01/12-10/01/12 News M-F 5a	5-6A	M: :30	\$1,000.00	NM	
	5-530pm	M:30	\$2,000.00	NM	
8 WISN 09/30/12-09/30/12 Upfront  MG for 4.1,4.3	11-1130p	St :30	\$200.00	NM	
E 5 WISN 09/18/12 09/28/12 The View	10-11am	:30		NM 3	\$12,550.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TWTF         1	Rate \$500.00				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 3 WISN 09/17/12-09/23/12 The View	Start/End Time 10-11am	Weekdays Length	<u>Rate</u> \$500.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME		T-(M: :30	\$6,050.00	NM	
(h) MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,					
LR - Football	Driven Other	-Tu :30	\$6,000.00	NM	
5 WISN 09/25/12-09/25/12 DanceResults  MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1	Prime Other 29 9 5 3	-,u,50	ψ0,000.00	144	
Week: 09/24/12 09/30/12 MTWTF 1	\$500.00				
6 WISN 09/12/12 09/14/12 The View	10-11am	:30		NM :	2 \$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/10/12 09/16/12WTF 2	\$700.00	:30		NM	1 \$850.00
7 WISN 09/12/12 09/14/12 Late News 1030PM Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	1030p-11p Rate	.00		1 41/4	, φοσο.σο
Week: 09/10/12 09/16/12WTF 1	\$850.00				
E 8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30		NM	1 \$950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$950.00				
Week: 09/17/12 09/23/12 -TWTF 1 Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 09/17/12-09/23/12 Late News 1030PM	1030p-11p	-TuwThF :30	\$950 <del>.00</del>	NM	
See MG 5.4,5.5	*****				
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00	.00		NIA	1 \$400.00
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30		NM	1 \$400.00
Week: 09/10/12	\$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30		NM	2 \$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12 -TWTF 1 Week: 09/24/12 09/30/12 MTWTF 1	\$750.00 \$750.00				
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30		NM	2 \$400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	100			
Week: 09/10/12 09/16/12WTF 2	\$200.00				
E 12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30		NM	3 \$900.00
Start Date End Date Weekdays Spots/Week	Rate			ı	

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	Contract / Revision 943784 / 5	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate #

Original Date / Revision <u>Advertiser</u> 10/02/12 / 10/02/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12         -TwTF         2	<u>Rate</u> \$300.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 09/17/12-09/23/12 THE CHEW	12P-1P	-TuWThF :30 \$300.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM 2	\$700.00
Start Date End Date Weekdays Spots/Week	Rate	.00	2	4. 00.00
Week: 09/10/12 09/16/12WTF 2	\$350.00			
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
N 15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$500.00			
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500,00	_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate MTuWThF :30 \$500.00	<u>Type</u> NM	
5 WISN 09/24/12-09/30/12 3-4p Credited	3-4p	MTuWThF :30 \$500.00	TVIVI	
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 2	\$500.00	.00	NISA 4	#0 400 nn
17 WISN 09/18/12 09/28/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P Rate	:30	NM 4	\$2,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00			
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/10/12	<u>Rate</u> \$100.00			
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$100.00			
N 19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM 2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 09/17/12-09/23/12 News M-F 5p	5-530pm	-ти <b>wт</b> h <b>F</b> :30 \$ <del>1,000.00</del>	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
4 WISN 09/24/12-09/30/12 News M-F 5p	5-530pm	MTuWThF :30 \$1,000.00	NM	
Credited Name M.F. Fa	E 520n-	.30	NM 2	\$1,400.00
20 WISN 09/12/12 09/14/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm <u>Rate</u>	:30	INIVI Z	\$1,400.00
Week: 09/10/12 09/16/12WTF 2	\$700.00			
21 WISN 09/12/12 09/14/12 News M-F 5a	5-6A	:30	NM 2	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/10/12         09/16/12        wtf         2	<u>Rate</u> \$250.00			
VVGCR. 03/10/12 03/10/12W1F Z	Ψ2.00.00		i	

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Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	note	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	Type o	pois	Amount
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate	.30	IVIVI	4	\$1,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$350.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$350.00				
23 WISN 09/12/12 09/14/12 News M-F 6p	6-630pm	:30	NM	3	\$3,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF3	<u>Rate</u> \$1,000.00				
N 24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM	1	\$1,200.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/17/12         09/23/12         -TwTF         2	<u>Rate</u> \$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
1 WISN 09/17/12-09/23/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.4,5.5	<b>,</b>	, , , , , , , , , , , , , , , , , , ,			
5 WISN 09/17/12-09/23/12 News M-F 6p	6-630pm	-TuWThF :30 \$ <del>1,200.00</del>	NM		
See MG 5.4,5.5					
Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00	Mantalana Landt Data	<b>-</b>		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 4 WISN 09/24/12-09/30/12 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate MTuWThF :30 \$1,200.00	<u>Type</u> <i>NM</i>		
4 VVISIV 09/24/12-09/30/12 IVEWS IVI-F 0p Credited	0-030pm	MIUWIIIF30 <del>φ1,200.00</del>	IVIVI		
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	Ū	\$0,000.00
Week: 09/17/12 09/23/12 -TWTF 3	\$1,00 <del>0.00</del>				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00				
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 3	<u>Rate</u> \$850.00				
				_	
27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm <u>Rate</u>	:30	MM	2	\$1,500.00
Week: 09/10/12 09/16/12WTF 2	\$750.00				
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.00		J	\$0.00
Week: 09/17/12 09/23/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
1 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5 2 WISN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5	030p-1pm	-14W111 30 <del>8000.00</del>	14141		
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 09/24/12-09/30/12 Entertainment Tonight	630p-7pm	мтиwтhF :30 \$ <del>850.00</del>	NM		
Credited	000- 7	umuumba oo aasa oo			
5 WISN 09/24/12-09/30/12 Entertainment Tonight Credited	630p-7pm	MTuWThF :30 \$850.00	NM		
	7.00	.00	111.4	40	840.000.00
E 29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM	16	\$16,000.00
Week: 09/10/12 09/16/12WTF 6	\$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00		1		

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 Contract / Revision
 Alt Order #

 943784
 / 5

 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/02/12 / 10/02/12

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length Wee		TypeSpo	ots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Weekdays Length	Rate	Type		······································
9 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30	\$1,00 <del>0.00</del>	NM		
See MG 5.4,5.5 10 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30	<del>\$1,000.00</del>	NM		
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00					
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30		NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$450.00					
Week: 09/24/12 09/30/12 MTWTF 2	\$450.00					
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30		NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$700.00					
N 32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30		NM	1	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         09/17/12         09/23/12        1         1	<u>Rate</u> \$3,000.00					
Week: 09/24/12 09/30/121 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
2 WISN 09/24/12-09/30/12 2020 Credited	Fri 9-10p	F :30	\$3,000.00	NM		
E 33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$2,500.00					
Week: 09/17/12 09/23/12 1 1 Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Түре</u>		
1 WISN 09/17/12-09/23/12 BachPad	Prime Other	М :30	\$2,500.00	NM		
See MG 34.3,34.4,34.5 now CMA Music Fest						
E 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30		NM	4	\$26,300.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         1         1	\$5,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 09/24/12-09/30/12 Dancing See MG 34.3,34.4,34.5	Prime Other	м: :30	\$5,500.00	NM		
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME	PACKERS PRE-	-G _r M :30	\$3,800.00	NM		
	PACKERS GAM	E M :30	\$15,000.00	NM		
MG for 57.1,33.1,58.1,34.1			<b>4</b> 10 10 0 0 10 0			
5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PAC	KELATE NEWS AF	:30	\$ <del>2,000.00</del>	NM		
		M:30	\$2,000.00	NM		
→ MG for 34.5 09/24						
LR - Football Week: 10/01/12 10/07/12 1 1	\$5,500.00					
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	≘ :30		NM	1	\$15,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         1         1	<u>Rate</u> \$15,000.00					
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30		NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$450.00					

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	Contract / Revision 943784 / 5	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612

Advertiser Original Date / Revision Democratic Senatorial Ca 10/02/12 / 10/02/12

				Den	nocratic Sen	atorial Ca		10/02/12	/ 10	102/12
*Line Ch Start	Date End Da	ate Description	n	Start/End Time	Days	S Length V	pots/ Veek Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				7, 1		7
37 WISN 09/15			ent Tonite Week			.20		A 15 4		<b>.</b>
Start Date	End Date	Weekdays	Spots/Week			:30		NM	3	\$450.00
Week: 09/10/12	09/16/12	1-	<u> </u>	<u>Rate</u> \$150.00						
Week: 09/17/12	09/23/12	1-	1	\$150.00				ŀ		
Week: 09/24/12	09/30/12	1-	i	\$150.00				- 1		
38 WISN 09/15										
Start Date	End Date	Weekdays	otball Game #2 Spots/Week	230p-6p		:30		NM	3	\$3,600.00
Week: 09/10/12	09/16/12	1-	<u> </u>	<u>Rate</u> \$1,200.00						
Week: 09/17/12	09/23/12	1-	1	\$1,200.00						
Week: 09/24/12	09/30/12	1-	1	\$1,200.00						
		······································	•							
39 WISN 09/15			C+++- 001	456-6AM		:30		NM	1	\$200.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays 1-	Spots/Week 1	Rate						
*			-	\$200.00						
40 WISN 09/22		2 News Sa 6p		6-630pm		:30		NM	2	\$1,400.00
Start Date Week: 09/17/12	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12	09/23/12	1-	1	\$700.00						
	09/30/12	1-	1	\$700.00						
41 WISN 09/15				6-7a		:30		NM	1	\$300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1-	11	\$300.00						
42 WISN 09/15/		2 News Sa 6p	-630p	6-630pm		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 09/10/12	09/16/12	1-	1	\$500.00						
N 43 WISN 09/22/	/12 09/29/1	2 Sat 630-7p		630-7p	•	:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					-	***************************************
Week: 09/17/12	09/23/12	1-	1	\$500.00						
Week: 09/24/12	09/30/12	1-	1	\$500.00						
	<u>ite Range</u>	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Lengt</u>	<u>h Rate</u>	Type		
	/24/12-09/30/	12 Sat 630-7p		630-7p	S	:3	0 \$500.00	NM		
Credited										
44 WISN 09/15/	¹ 12 09/15/1:	2 ABC Prime	College Footbal	7-1030p		:30		NM	1	\$1,100.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						41,100.00
Week: 09/10/12	09/16/12	1-	1	\$1,100.00				l		
45 WISN 09/29/	12 09/29/12	2 Badgers FB		7-1030p		:30		NM	1	\$8,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	40,000.00
Week: 09/24/12	09/30/12	1-	1	\$8,500.00						
46 WISN 09/16/	12 09/16/12	2 Late News 1	0pm	10p-1030p		:30		NM	1	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	Ψ1,400.00
Week: 09/10/12	09/16/12	1	1	\$1,400.00						
N 47 WISN 09/23/	12 09/30/12	2 Late News S	U 1030PM	1030p-11p		:30		NM	1	\$950.00
Start Date	End Date	Weekdays	Spots/Week	Rate				, 414)		Ψ230.00
Week: 09/17/12	09/23/12	1	1	\$950.00						
Week: 09/24/12	09/30/12	1	1	\$950.00						
	<u>te Range</u>	Description		Start/End Time	Weekdays	Lengtl	n Rate	Type		
2 WISN 09/	/2 <mark>4/12-09/3</mark> 0/1	12 Late News	SU 1030PM	1030p-11p				NM		
Credited				. ,						
48 WISN 09/23/	12 09/30/12	2 Su 458-6a		458-6AM		:30		NM	2	\$400.00
	End Date	Weekdays	Spots/Week	Rate		.00		14141	4	ψ <del>1</del> 00.00
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within specified.



Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate <b>T</b> ype	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate				
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$200.00 \$200.00				
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	N/N/		0.400.00
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$400.00
Week: 09/10/12 09/16/121 1	\$400.00				
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate				
Week: 09/24/12 09/30/121 1	\$500.00 \$500.00				
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM	1	6050.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	1	\$250.00
Week: 09/10/12 09/16/121 1	\$250.00				
52 WISN 09/23/12 09/30/12 Sun GMA	6-7a	:30	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u> \$400.00				
Week: 09/24/12 09/30/121 1	\$400.00				
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM	2	£1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.00	IAIA		\$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00				
Week: 09/24/12 09/30/121 1	\$500.00				
54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week	-	:30	NM	2	\$2,000.00
Week: 09/17/12	<u>Rate</u> \$1,000.00				
Week: 09/24/12 09/30/121 1	\$1,000.00				
55 WISN 09/16/12 09/16/12 This Week With George Ste	p930-1030am	:30	NM	1	\$650.00
Start Date End Date Weekdays Spots/Week	Rate				7334.44
Week: 09/10/12 09/16/121 1	\$650.00				
56 WISN 09/27/12 09/27/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Thu 7-8p Rate	:30	NM	1	\$2,000.00
Week: 09/24/12	\$2,000.00				
E 57 WISN 09/11/12 09/11/12 Trust	Tue 8-9p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1 444		\$0.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00	144 1 1 1 1 1	<u>.</u>		
Spot Ch Date Range Description  1 WISN 09/10/12-09/16/12 Trust	Start/End Time Tue 8-9p	Weekdays Length	<u>Rate Type</u> 1-800-00 NM		
See MG 34.3,34.4,34.5	rue o-sp	-1u	17 <del>,000.00</del> 19191		
E 58 WISN 09/11/12 09/11/12 NYMed	Tue 9-10p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	177	THE		Ψυ.υυ
Week: 09/10/12 09/16/12 -1 1	\$1,800.00				
Spot Ch Date Range Description  1 WISN 09/10/12-09/16/12 NYMed	Start/End Time Tue 9-10p	Weekdays Length	Rate Type		
See MG 34.3,34.4,34.5	100 3-10h	-Tu :30 \$	1 <del>,800.00</del> NM		

Totals 128 \$146,050.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 10/03/12

Page 8 of 10



	943784 /	<u>5</u>	06278065		
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE		Estimate # 1612		
Advertiser Democratic Senatorial Ca			ginal Date / Revision 0/02/12 / 10/02/12		

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	125	\$137,550.00	\$116,917.50
10/01/12 -10/01/12	3	\$8,500.00	\$7,225.00
Totals	128	\$146,050.00	\$124,142.50

Signature:		Date:	
	***************************************		



INVOICE

WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

 IDB #
 Advertiser Code
 Product Code

 8091
 49
 53

 Agency Ref
 Advertiser Ref

Agency Ref Advertiser Ref

Billing Address:

Great American Media Attention: Accounts Payable 3050 K St NW Washington, DC 20007

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
LINE	Start Date	Lift Date	Description	Statuting Time	MIWIFSS	Lengur	vveek	Rate	Type	
1	09/18/12	09/28/12	GOOD AFTERNOO	N AM1P-2P LTC 9/07	WTF	:30	1	\$300.00	NM	nt.
	Weeks:	Start Date 09/17/12	End Date MTWTFS: 09/23/12WTF-		<u>Rate</u> \$300.00					
	Spots: # Ch	Day Air	Date Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
	4 Wi	SN Tu 09/ See MG	/11/12 KAT	TIE COURIC	M-F 2-3P	:0	0			\$300.00 NM
	3 WI	SN W 09/ See MG		TIE COURIC	M-F 2-3P	:0	0			\$300-00 NM
-	5 WIS	SN Tu 09/ MG for 1		TE COURIC	M-F 2-3P	:3	O DSCC12W	102ТН		\$300.00 NM
	7 WIS	SN F 09/ Credited		OD AFTERNOON AME	RICA 1P-2P LTC 9/07	:0	0			\$300.00 NM
,	Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12WTF		<u>Rate</u> \$300.00					
	Spots: # Ch	Day Air	Date Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
	8 WIS	SN W 09/ Credited		OD AFTERNOON AME		:0	0			\$300.00 NM
	6 WIS	SN W 09/ MG for 1	26/12 2:55 PM KAT .3,1.4	TE COURIC	M-F 2-3P	:3	0 DSCC12W	102тн		\$300.00 NM
2	09/18/12	09/30/12	General Hospital	2-3pm/1-2p	MTWTF	:30	1	\$350.00	NM	
'		Start Date 09/17/12	End Date MTWTFSS 09/23/12WTF		<u>Rate</u> \$350.00					
;	Spots: # Ch	<u>Day</u> Air	Date <u>Air Time</u> Des	<u>cription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WIS	SN W 09/	19/12 1:23 PM Gen	eral Hospital	2-3pm/1-2p	:3	O DSCC1.ZW:	I02ТН		\$350.00 NM
'		Start Date 09/24/12	End Date MTWTFSS 09/30/12 MTWTF		<u>Rate</u> \$350.00					
!	Spots: # Ch	<u>Day</u> Air	Date Air Time Des	<u>cription</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
	3 WIS	SN Tu 09/	25/12 1:24 PM Gen	eral Hospital	2-3pm/1-2p	:3	O DSCC12w	102тн		\$350.00 NM
3	09/12/12	09/14/12	Late News 10PM	10-1030p	WTF	:30	2	\$1,400.00	NM	
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		Start Date 09/10/12	End Date MTWTFSS 09/16/12WTF		<u>Rate</u> \$1,400.00					,
9	Spots: # Ch	<u>Day Air</u>	Date Air Time Des	<u>cription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	3 WIS	SN Th 09/	13/12 10:28 PM Late	News 10PM	10-1030p	:3	DSCC1ZW	I01TH		\$1,400.00 NM
	2 WIS	SN F 09/	14/12 10:29 PM Late	News 10PM	10-1030p	:3	O DSCC12W	101тн		\$1,400.00 NM



DINVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Snote/

								Spots/			
Line S	Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
4 (	09/18/12	09/28/12	Late New	s 10PM	10-1030p	MTWTF	:30	2	\$1,600.00	NM	
٧	Veeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
s	pots: # Ch			Time Descri	<del>-</del>	Start/End Time	Lenati	h Ad-ID			Rate Type
	. –	SN <i>Th 09</i>			ews 10PM	10-1030p	:0				\$1,600.00 NM
	2 WIS		/21/12	Late N	ews 10PM	10-1030p	:0	o			\$ <del>1,600.00</del> NM
V		Start Date 09/24/12	End Date 09/30/12	MTWTFSS MTWTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
s	pots: # Ch	<u>Day Air</u>	<u>r Date</u> <u>Air</u>	Time Descrip	<u>otion</u>	Start/End Time	Lengti	n Ad-ID			Rate Type
	1 WIS	SN Tu 09 See MG	/25/12 4.6,4.7,4.8	Late N	ews 10PM	10-1030p	:0	0			\$1,600.00 NM
	3 WIS	SN W 09 See MG	/26/12 : 4.6,4.7,4.8	Late N	ews 10PM	10-1030p	:0	0			\$1,600.00 NM
	8 WIS	SN Su 09 MG for 4	/30/12 11:1	17 PM Upfron	t	11-1130p	:30	) DSCC12W	103тн		\$200.00 NM
5 0	9/18/12	09/28/12	The View		10-11am	MTWTF	:30	1	\$500.00	NM	
V		Start Date_	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week	<u>Rate</u> \$500.00					
S	pots: # Ch	Day Air		Time Descrip	ofion	Start/End Time	Length	n Ad-ID			Rate Type
		SN Th 09. See MG	/20/12	The Vie		10-11am	:00				\$500.00 NM
	4 WIS	N M 09	/24/12 11:3 J.2,12.2,19.1,		RS POST-GAME 4.5,28.2,29.10,28.1	PACKERS POS ,29.9,5.3	T-6 :30	) DSCC12W	102тн		\$6,050.00 NM
	5 WIS	N Tu 09/	/25/12 7:2	4 PM Dancel	Results 4.5,28.2,29.10,28.1	Prime Other	:30	) DSCC12W:	г02тн		\$6,000.00 NM
W			End Date 09/30/12	MTWTFSS MTWTF	Spots/Week 1	Rate \$500.00					
S	pots: # Ch	Day Air	Date Air	Time Descrip	otion_	Start/End Time	Lengti	Ad-ID			Rate Type
	2 WIS	N Tu 09/	/25/12 10:3	55 AM The Vie	ew .	10-11am	:30	DSCC12W	02тн		\$500.00 NM
6 0	9/12/12	09/14/12	The View		10-11am	WTF	:30	2	\$700.00	NM	
W	eeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 2	<u>Rate</u> \$700.00					
Sį	oots: # Ch	Day Air	Date Air	Time Descrip	tion	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
	3 WIS			9 AM The Vie	ew	10-11am		) DSCC12W:			\$700.00 NM
	2 WIS	N F 09/	14/12 10:3	3 AM The Vie	ew	10-11am	:30	DSCC12W	101тн		\$700.00 NM
7 0	9/12/12	09/14/12	Late News	1030PM	1030p-11p	WTF	:30	1	\$850.00	NM	
W		Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 1	<u>Rate</u> \$850.00					······································
Sp	oots: # Ch	<u>Day</u> Air		<u> Time Descrip</u>	tion	Start/End Time	<u>Leng</u> th	Ad-ID			Rate Type
	2 WIS	N W 09/	12/12 10:4	4 PM Late Ne	ws 1030PM	1030p-11p	:30	) DSCC12W	<b>(01</b> тн		\$850.00 NM
8 0	9/18/12	09/28/12	Late News	1030PM	1030p-11p	MTWTF	:30	1	\$950.00	NM	
W		Start Date 09/17/12	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week 1	<u>Rate</u> \$950.00					<u>, , , , , , , , , , , , , , , , , , , </u>
Sp	oots: # Ch	Day Air		Time Descrip	tion	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
•	1 WIS		21/12	Late Ne	ews 1030PM	1030p-11p	:00				\$950.00 NM
W		Start Date 09/24/12		MTWTFSS MTWTF	Spots/Week 1	<u>Rate</u> \$950.00					



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

www.wish.com				Spots/			
Line Start Date End Date Description Start/End	d Time	MTWTFSS	Length	Week	Rate	Туре	
8 09/18/12 09/28/12 Late News 1030PM 1030p-1	1p	MTWTF	:30	1	\$950.00	NM	
Spots: # Ch Day Air Date Air Time Description		Start/End Time		h Ad-ID			Rate Type
2 WISN Tu 09/25/12 10:53 PM Late News 1030Pf	M	1030p-11p	:3	0 DSCC12WI	:02тн		\$950.00 NM
9 09/12/12 09/14/12 Nightline 11p-1130	0р	WTF	:30	1	\$400.00	NM	, <u>, , , , , , , , , , , , , , , , , , </u>
Weeks:         Start Date         End Date         MTWTFSS         Spots/           09/10/12         09/16/12        wTF	<u>Week</u> 1	<u>Rate</u> \$400.00					7.
Spots: # Ch Day Air Date Air Time Description		Start/End Time		h Ad-ID			Rate Type
2 WISN Th 09/13/12 11:21 PM Nightline		11p-1130p	:3	O DSCC12WI	:01.TH		\$400.00 NM
10 09/18/12 09/29/12 Nightline 11p-1130	0p	MTWTF	:30	1	\$750.00	NM	*****
Weeks:         Start Date 09/17/12         End Date 09/23/12         MTWTFSS -TWTF         Spots/	<u>Week</u> 1	<u>Rate</u> \$750.00			•		<u>, , , , , , , , , , , , , , , , , , , </u>
Spots: # Ch Day Air Date Air Time Description		Start/End Time		h Ad-ID			Rate Type
1 WISN F 09/21/12 11:19 PM Nightline Weeks: Start Date End Date MTWTFSS Spots/	Mack	11p-1130p	:3	O DSCC12WI	:02тн		\$750.00 NM
09/24/12 09/30/12 MTWTF	1	<u>Rate</u> \$750.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time		<u>h Ad-ID</u>			Rate Type
3 WISN Tu 09/25/12 11:26 PM Nightline		11p-1130p	:3	0 DSCC12WI	:02ТН		\$750.00 NM
11 09/12/12 09/14/12 ANDERSON COOPER M-F 11A	-12P	WTF	:30	2	\$200.00	NM	,,,,,,
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/</u> 09/10/12 09/16/12WTF	Week 2	<u>Rate</u> \$200.00					
Spots: # Ch Day Air Date Air Time Description	_	Start/End Time	Lengt	h Ad-ID			Rate Type
3 WISN W 09/12/12 11:22 AMANDERSON COO		M-F 11A-12P		O DSCC12WI			\$200.00 NM
1 WISN Th 09/13/12 11:32 AM ANDERSON COO	PER	M-F 11A-12P	:3	0 DSCC12WI	01тн		\$200.00 NM
12 09/18/12 09/28/12 THE CHEW 12P-1P		MTWTF	:30	2	\$300.00	NM	, .
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/</u> 09/17/12 09/23/12 -TWTF	Week 2	<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Lengt	<u>h Ad-ID</u>			Rate Type
2 WISN Th 09/20/12 THE CHEW See MG 5.4,5.5		12P-1P	:0	0			\$300-00 NM
1 WISN F 09/21/12 12:31 PM THE CHEW		12P-1P	:3	O DSCC12WI	02тн		\$300.00 NM
Weeks: Start Date End Date MTWTFSS Spots/ 09/24/12 09/30/12 MTWTF	Week 2	<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time		h Ad-ID			Rate Type
5 WISN M 09/24/12 12:30 PM THE CHEW		12P-1P		O DSCC12WI			\$300.00 NM
4 WISN Th 09/27/12 11:59 AMTHE CHEW		12P-1P	:3	O DSCC12WI	03тн		\$300.00 NM
13 09/12/12 09/14/12 General Hospital 2-3pm/1-	2p	WTF	:30	2	\$350.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/</u> 09/10/12 09/16/12WTF	Week 2	<u>Rate</u> \$350.00					
Spots: # Ch Day Air Date Air Time Description	-	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WISN W 09/12/12 1:24 PM General Hospital		2-3pm/1-2p	:3	O DSCC12WI	01тн		\$350.00 NM
3 WISN Th 09/13/12 1:25 PM General Hospital		2-3pm/1-2p	:3	0 DSCC12WI	01TH		\$350.00 NM
14 09/18/12 09/28/12 KATIE COURIC M-F 2-3P	•	MTWTF	:30	2	\$500.00	NM	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Weeks: <u>Start Date End Date MTWTFSS</u> <u>Spots/N</u> 09/17/12 09/23/12 -TWTF	Week 2	<u>Rate</u> \$500.00					
Spots: # Ch Day Air Date Air Time Description	-	Start/End Time	Lenat	h Ad-ID			Rate Type
2 WISN W 09/19/12 2:56 PM KATIE COURIC		M-F 2-3P		O DSCC1ZWI	02тн		\$500.00 NM
1 WISN F 09/21/12 2:28 PM KATIE COURIC		M-F 2-3P	:3	O DSCC12WI	02ТН		\$500.00 NM



INVOICE A F

Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	D000-12	1612

Line Start Date	e End Date	Descri	otion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
14 09/18/12	09/28/12	KATIE	COURIC	M-F 2-3P	MTWTF	:30	2	\$500.00	NM	20
Weeks:	Start Date 09/24/12	End Dat 09/30/12		Spots/Week 2	Rate \$500.00					
Spots: # C			Air Time Descri		Start/End Time	Lengt	h Ad-ID			Rate Type
			2:32 PM KATIE		M-F 2-3P		O DSCC12WIC	2ТН		\$500.00 NM
4 V	VISN W 09	9/26/12	2:29 PM KATIE	COURIC	M-F 2-3P	:3	O DSCC12WIC	2тн		\$500.00 NM
15 09/12/12	09/28/12	3-4p		3-4p	MTWTF	:30	2	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12		Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C	ch <u>Day Ai</u>		<u> Air Time</u> <u>Descri</u>	<u>otion</u>	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type
2 V	VISN W 09		3:21 PM 3-4p		3-4p	:3	O DSCC12WIO	<b>1</b> TH		\$500.00 NM
	VISN Th 09		3:21 PM 3-4p		3-4p	:3	O DSCC12WIO	<b>1</b> TH		\$500.00 NM
Weeks:	Start Date 09/17/12	End Date 09/23/12		Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C			Air Time Descri	•	Start/End Time	Lenat	h Ad-ID			Rate Type
			3:30 PM 3-4p	<u> </u>	3-4p		O DSCC12WIO	1тн		\$500.00 NM
			3:21 PM 3-4p		3-4p	• •	O DSCC12WIO			\$500.00 NM
Weeks:	Start Date			Spots/Week	Rate		•			<b>Q</b> 000.00 14W
	09/24/12	09/30/12		2	\$500.00					
Spots: # C			<u> Air Time</u> <u>Descri</u>	<u>otion</u>	Start/End Time		<u>h</u> <u>Ad-ID</u>	_		<u>Rate Type</u>
			3:31 PM 3-4p		3-4p		O DSCC12WIO	2TH		\$500.00 NM
5 V\	ISN F 09 Credited	)/28/12 H	3-4p		3-4p	:0	0			\$500.00 NM
16 09/12/12	09/14/12	DR. OZ		4P-5P	WTF	:30	2	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12		Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C	h <u>Day Ai</u>	<u>r Date</u> A	<u> Air Time</u> <u>Descrip</u>	<u>otion</u>	Start/End Time	<u>Lengtl</u>	h <u>Ad-ID</u>			Rate Type
1 W	/ISN W 09	/12/12	4:11 PM DR. OZ		4P-5P	:31	O DSCC12WIO	<b>1</b> TH		\$500.00 NM
3 W	ISN F 09	/14/12	4:17 PM DR. 02		4P-5P	:31	0 DSCC12WIO	1TH		\$500.00 NM
17 09/18/12	09/28/12	DR. OZ		4P-5P	MTWTF	:30	2	\$600.00	NM	,
Weeks:	Start Date 09/17/12	End Date 09/23/12		Spots/Week 2	<u>Rate</u> \$600.00					
Spots: # C	h <u>Day Air</u>	<u>Date</u>	<u> ir Time</u> Descrip	<u>tion</u>	Start/End Time	Lengti	h Ad-ID			Rate Type
			4:12 PM DR. OZ		4P-5P		O DSCC12WIO			\$600.00 NM
			4:34 PM DR. OZ	•	4P-5P	:30	) DSCC12WIO	2тн		\$600.00 NM
Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS MTWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00					
Spots: # C			ir Time Descrip	<del>-</del>	Start/End Time	Lengti	n Ad-ID			Rate Type
. –	ISN Th 09		4:56 PM DR. OZ		4P-5P		DSCC12WIO	3тн		\$600.00 NM
			4;24 PM DR. OZ	•	4P-5P		- ) DSCC12WIO			\$600.00 NM
18 09/12/12	09/28/12	News M	I-F 430a	430-5a	MTWTF	:30	1	\$100.00	NM	
			MT.TECC							
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	<u>Spots/Week</u> 1	<u>Rate</u> \$100.00					
Spots: # C	h <u>Day Air</u>	Date A	ir Time Descrip	tion	Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type
			4:58 AM News N		430-5a	:30	) DSCC12WIO	1тн		\$100.00 NM
Weeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS MTWTF	<u>Spots/Week</u> 1	<u>Rate</u> \$100.00					
Spots: # Cl			ir Time Descrip	tion .	Start/End Time	Lenati	Ad-ID			Rate Type
. –	ISN W 09		4:52 AM News N	•	430-5a		DSCC12WIO	2тн		\$100.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	<u>Rate</u>					



INVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 943784-1
 09/30/12
 September 2012
 08/27/12 - 09/30/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Line Start Date	e End Date	Desc	ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
18 09/12/12	09/28/12	News	M-F 430a	430-5a	MTWTF~-	:30	1	\$100.00	NM	
Spots: <u>#</u> C 3 W		09/30/ ⁻ <u>r Date</u> 1/26/12	12 MTWTF <u>Air Time</u> Desc 4:42 AM News		\$100.00 <u>Start/End Time</u> 430-5a		<u>h Ad-ID</u> 0 pscc12w:	:02тн		<u>Rate Type</u> \$100.00 NM
19 09/18/12	09/28/12	News	M-F 5p	5-530pm	MTWTF	:30	2	\$1,000.00	NM	
	/ISN Tu 09	09/23/1 r <u>Date</u> /18/12 //21/12	I2 -TWTF Air Time Desc 5:24 PM News		Rate \$1,000.00 <u>Start/End Time</u> 5-530pm 5-530pm		h <u>Ad-ID</u> 0 DSCC12w:	го2тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM <del>\$1,000.00</del> NM
· ·	<u>Start Date</u> 09/24/12 h <u>Day Air</u>	End Da 09/30/1 Date /24/12 /27/12	2 MTWTF Air Time Desc 5:22 PM News		Rate \$1,000.00 <u>Start/End Time</u> 5-530pm 5-530pm		<u>h Ad-ID</u> 0 DSCC12W: 0	:02тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM <del>\$1,000.00</del> NM
20 09/12/12	09/14/12	News	M-F 5p	5-530pm	WTF	:30	2	\$700.00	NM	
1	ISN W 09	09/16/1		M-F 5p	<u>Rate</u> \$700.00 <u>Start/End Time</u> 5-530pm 5-530pm	:3	<u>h Ad-ID</u> 0 DSCC12WI 0 DSCC12WI			<u>Rate</u> <u>Type</u> \$700.00 NM \$700.00 NM
21 09/12/12	09/14/12	News	M-F 5a	5-6A	WTF	:30	2	\$250.00	NM	
3 W	ISN W 09/	/12/12 /13/12	2WTF Air Time Descr 5:28 AM News 5:13 AM News	M-F 5a M-F 5a	Rate \$250.00 <u>Start/End Time</u> 5-6A 5-6A	:3 :3	h Ad-ID 0 pscc12wi 0 pscc12wi	01тн		<u>Rate</u> <u>Type</u> \$250.00 NM \$250.00 NM
22 09/18/12	09/28/12		M-F 5a te MTWTFSS	5-6A	MTWTF	:30	2	\$350.00	NM	········
1 W		/19/12 /21/12	2 -TWTF <u>Air Time</u> <u>Descr</u> 5:27 AM News 5:44 AM News te <u>MTWTFSS</u>	M-F 5a	Rate \$350.00 <u>Start/End Time</u> 5-6A 5-6A <u>Rate</u> \$350.00	:3	h <u>Ad-ID</u> 0 DSCC12W3 0 DSCC12W3			Rate Type \$350.00 NM \$350.00 NM
	h <u>Day Air</u> ISN M 09/		Air Time Descr 5:27 AM News 5:23 AM News	i <u>ption</u> M-F 5a	Start/End Time 5-6A 5-6A	:3	h <u>Ad-ID</u> 0 DSCC12WI 0 DSCC12WI			Rate Type \$350.00 NM \$350.00 NM
23 09/12/12	09/14/12	News	M-F 6p	6-630pm	WTF	:30	3	\$1,000.00	NM	
3 W	ISN W 09/ ISN Th 09/	End Da 09/16/1 Date 12/12 13/12		M-F 6p M-F 6p	Rate \$1,000.00 <u>Start/End Time</u> 6-630pm 6-630pm 6-630pm	:3 :3	h <u>Ad-ID</u> O DSCC12W1 O DSCC12W1 O DSCC12W1	:01тн		Rate Type \$1,000.00 NM \$1,000.00 NM \$1,000.00 NM



Invoice #

Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

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24 09/18/12	e End Date 09/28/12	Descript News M		Start/End Time 6-630pm	MTWTFSS	Length	Week	Rate	Туре	
24 09/10/12			,	•	MTWTF	:30	2	\$1,200.00	NM	
Weeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00					
Spots: # C			ir Time Descri	<del>_</del>	Start/End Time	Lengt	h Ad-ID			Rate Type
	VISN Th 09	0/20/12	News	M-F 6p	6-630pm	:0				\$1,200.00 NM
		3 5.4,5.5	Marian	W.F.O.	0.000					
1 V		)/21/12 3 5.4,5.5	News	м-г- бр	6-630pm	:0	0			\$1,200.00 NM
Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS MTWTF	Spots/Week 2	<u>Rate</u> \$1,200.00					
Spots: # C			r Time Descri	<del></del>	Start/End Time	l engt	h Ad-ID			Rate Type
			:28 PM News		6-630pm	-	O DSCC12W	102тн		\$1,200.00 NM
4 V	VISN Th 09	/27/12	News	•	6-630pm	:0	0			\$1,200.00 NM
	Credited	1								
25 09/18/12	09/28/12	News M-	-F 6a	6-7A	MTWTF	:30	3	\$1,000.00	NM	
Weeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # C			r Time Descri	<del>-</del>	Start/End Time	Lenat	h Ad-ID			Rate Type
. –			:14 AM News I		6-7A	V	0 DSCC12W	102тн		\$1,000.00 NM
2 W	VISN Th 09	/20/12 6	:23 AM News I	И-F 6a	6-7A	:3	O DSCC12W	102тн		\$1,000.00 NM
3 W	VISN F 09	/21/12 6	:14 AM News I		6-7A	:3	O DSCC12W	102тн		\$1,000.00 NM
Weeks:	Start Date 09/24/12	End Date 09/30/12	<u>MTWTFSS</u> MTWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # C	h <u>Day Ai</u>	Date Ai	r Time Descri	<u>otion</u>	Start/End Time	Lengt	<u>h Ad-ID</u>			Rate Type
1 V			:29 AM News I	И-F 6a	6-7A	:3	O DSCC12W	102тн		\$1,000.00 NM
4 W			:48 AM News I		6-7A		O DSCC12W			\$1,000.00 NM
5 W	VISN W 09	/26/12 6	:17 AM News I	M-F 6a	6-7A	:3	0 DSCC12W	102TH		\$1,000.00 NM
26 09/12/12	09/14/12	News M-	F 6a	6-7A	WTF	:30	3	\$850.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 3	<u>Rate</u> \$850.00					
Spots: # C			r Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2 W	VISN W 09	/12/12 6:	:30 AM News i	И-F 6a	6-7A	:3	0 DSCC12W	<b>101</b> TH		\$850.00 NM
			:16 AM News I		6-7A		O DSCC12W			\$850.00 NM
4 W	/ISN F 09	/14/12 6:	:15 AM News I	M-F 6a	6-7A	:3	0 DSCC12W	101TH		\$850.00 NM
27 09/12/12	09/14/12	Entertain	ment Tonight	630p-7pm	WTF	:30	2	\$750.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 2	<u>Rate</u> \$750.00					
Spots: # C			r Time Descrip	_	Start/End Time	Lenat	h Ad-ID			Rate Type
. –				inment Tonight	630p-7pm		O DSCC12W	101тн		\$750.00 NM
2 W	ISN F 09	/14/12 6:	41 PM Enterta	inment Tonight	630p-7pm	:3	0 DSCC12W	101тн		\$750.00 NM
28 09/18/12	09/28/12	Entertain	ment Tonight	630p-7pm	MTWTF	:30	2	\$850.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
Spoto: # C	09/17/12 h <u>Day Air</u>	09/23/12	-TWTF <u>Time</u> <u>Descri</u>	2	\$850.00 Start/End Time	Lance	h Ad-ID			Pata Tura
Spots: # C	n <u>Day Air</u> /ISN Th 09/			nion inment Tonight	630p-7pm	<u>engt</u> :0				<u>Rate Type</u> \$850.00 NM
2 VV	See MG		-11616	annon rongii	coop-i pin	.0	-			φυ <del>συ.συ</del> 19191
1 W		/21/12	Enterta	inment Tonight	630p-7pm	:0	0			\$850.00 NM
Weeks:	Start Date 09/24/12		MTWTFSS MTWTF	Spots/Week 2	<u>Rate</u> \$850.00					



Start Date

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28 09/18/12

29 09/12/12

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Line

End Date

09/28/12

5 WISN Th 09/27/12

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Start Date

Start Date

09/17/12

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Day Air Date

End Date

09/30/12

See MG 5.4,5.5

See MG 5.4,5.5

Day Air Date

Start Date

09/24/12

Day Air Date

End Date

09/23/12

09/28/12

End Date

09/16/12

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Description

**Entertainment Tonight** 

Good Morning America

LIVE MITH RELLYL

Invoice #

Invoice Date Invoice Month Invoice Period 09/30/12 943784-1 September 2012 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

		Democratic Sens	atorial Car	nDSCC-IE		161	2	
ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
tainment Tonight	630p-7pm	MTWTF	:30	2	\$850.00	NM		
Air Time Descript	tion	Start/End Time	Lengti	n Ad-ID			Rate	Type
Entertail	nment Tonight	630p-7pm	:0:				\$850.00	NM
Entertai	nment Tonight	630p-7pm	:0	0			\$850.00	NM
Morning America	7-9a	MTWTF	:30	6	\$1,000.00	NM		
ate MTWTFSS 12WTF	<u>Spots/Week</u> 6	<u>Rate</u> \$1,000.00				•		
Air Time Descript		Start/End Time		<u>Ad-ID</u>			<u>Rate</u>	Туре
7:55 AM Good M	orning America	7-9a	:30	DSCC12WI	01тн		\$1,000.00	МИ
8:41 AM Good Me	orning America	7-9a		) DSCC12WI			\$1,000.00	NM
7:42 AM Good Me	•	7-9a		) DSCC12WI			\$1,000.00	NM
8:49 AM Good Me	-	7-9a		) DSCC12WI			\$1,000.00	NM
7:29 AM Good M	orning America	7- <del>9</del> a		) DSCC12WI			\$1,000.00	МИ
8:29 AM Good Mo ate <u>MTWTFSS</u>  2 MTWTF	orning America <u>Spots/Week</u> 6	7-9a <u>Rate</u> \$1,000.00	:30	) DSCC1ZWI	01тн		\$1,000.00	NM
Air Time Descript	ion	Start/End Time	Lengti	Ad-ID			Rate -	Гуре
7:44 AM Good Me	orning America	7-9a	:30	DSCC12WI	01TH		\$1,000.00	NM
8:39 AM Good Me	orning America	7-9a	:30	) DSCC12WI	01тн		\$1,000.00	NM
7:43 AM Good Mo	orning America	7-9a	:30	) DSCC12WI	02тн		\$1,000.00	NM
8:59 AM Good Mo	orning America	7- <del>9</del> a	:30	) DSCC12WI	02тн		\$1,000.00	NM
Good Me	orning America	7-9a	:00	)			<del>\$1,000.00</del>	NM
Good Mo	oming America	7-9a	:00	)			\$ <del>1,000.00</del>	NM
te MTWTFSS 2 MTWTF	Spots/Week 6	<u>Rate</u> \$1,000.00						
Air Time Descript	<u>ion</u>	Start/End Time	Length	<u>Ad-ID</u>			Rate 1	Гуре
7:50 AM Good Mo	orning America	7-9a	:30	) DSCC12WI	02тн		\$1,000.00	NM
8:47 AM Good Mo	orning America	7-9a	:30	) DSCC12WI	02тн		\$1,000.00	NM
8:53 AM Good Mo	orning America	7-9a	:30	) DSCC12WI	02тн		\$1,000.00	NM
7:49 AM Good Mo	orning America	7-9a		) DSCC12WI			\$1,000.00	NM
8:49 AM Good Mo	•	7-9a		) DSCC12WI			\$1,000.00	NM
7:43 AM Good Mo	orning America	7-9a	:30	) DSCC12WI	03тн		\$1,000.00	NM

6450.00

Rate Type

30 09/18/12	09/28/12	LIVE WI	IM KELLY!	9-10am		WIMIH	:30	2	\$450.00	NIVI		
Weeks:	Start Date	End Date	<u>MTWTFSS</u>	Spots/We	e <u>k</u>	Rate					• • • • • • • • • • • • • • • • • • • •	
	09/17/12	09/23/12	-TWTF		2	\$450.00						
Spots: # C	h <u>Day Air</u>	<u>Date</u> Air	<u>r Time</u> Descrij	<u>otion</u>		Start/End Time	<u>Length</u> A	<u>d-ID</u>			<u>Rate</u>	Түре
2 W	ISN Tu 09	/18/12 9:	27 AM LIVE V	VITH KELLY!		9-10am	:30 Þ	SCC12WIO	2тн		\$450.00	NM
1 W	ISN W 09.	/19/12 9:	49 AM LIVE V	VITH KELLY!		9-10am	:30 Þ	SCC12WIO	2тн		\$450.00	NM
Weeks:	Start Date	End Date	MTWTF55	Spots/We	<u>eek</u>	<u>Rate</u>						
	09/24/12	09/30/12	MTWTF		2	\$450.00						
Spots: # C	h <u>Day Air</u>	Date Air	Time Descrip	<u>otion</u>		Start/End Time	Length A	d-ID			Rate 1	Туре
5 W	'ISN M 09/	/24/12 9:	54 AM LIVE V	VITH KELLY!		9-10am	:30 D	SCC12WIO	2тн		\$450.00	NM
3 W	ISN Tu 09	/25/12 9:	45 AM LIVE V	/ITH KELLY!		9-10am	:30 D	SCC12WIO	2тн		\$450.00	NM
31 09/12/12	09/14/12	LIVE WIT	TH KELLY!	9-10am		WTF	:30	2	\$700.00	NM		

A 4701 - 270 C

**MTWTFSS** Weeks: Start Date End Date Spots/Week <u>Rate</u> 09/10/12 09/16/12 --WTF--\$700.00

Air Time Description

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser:

Start/End Time

Length Ad-ID





Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1612

Advertiser	duct	Estimate Number
Democratic Senatorial Cam DSC	CC-IE	1612

ine Start Dat	e End Date	Descriptio	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
31 09/12/12	09/14/12	LIVE WIT	H KELLY!	9-10am	WTF	:30	2	\$700.00	NM	
		/12/12 9:2	Time Descrip 23 AM LIVE W 23 AM LIVE W	WITH KELLY!	<u>Start/End Time</u> 9-10am 9-10am		Ad-ID DSCC12W DSCC12W			<u>Rate</u> <u>Typ</u> \$700.00 NM \$700.00 NM
32 09/21/12	09/28/12	2020		Fri 9-10p	1	:30	1	\$3,000.00	NM	
Weeks: Spots: # 0 1 V Weeks:	VISN F 09 Start Date	09/23/12 r <u>Date</u> <u>Air</u> //21/12 9:4 <u>End Date</u>	MTWTFSS 1 Time Descrip 44 PM 2020 MTWTFSS 1	Spots/Week 1 btion Spots/Week	Rate \$3,000.00 <u>Start/End Time</u> Fri 9-10p <u>Rate</u>	<u>Length</u> :30	<u>Ad-ID</u> DSCC12w	го2тн		<u>Rate</u> <u>Type</u> \$3,000.00 NN
Spots: <u>#</u> 0 2 V	09/24/12 Ch <u>Day Ai</u> VISN <i>F 09</i> Credited	/28/12	Time Descrip	otion	\$3,000.00 <u>Start/End Time</u> <i>Fri 9-10p</i>	<u>Length</u> :00				<u>Rate Typo</u> \$3,000.00 NA
33 09/17/12	09/17/12	BachPad		Prime Other	1	:30	1	\$2,500.00	NM	
Weeks: Spots: # 0 1 V	VISN M 09 See MG	End Date 09/23/12 Date Air /17/12 34.3,34.4,34 1A Music Fest			Rate \$2,500.00 Start/End Time Prime Other	Length	. ——			<u>Rate</u> <u>Type</u> \$2,500.00 N/\(\lambda\)
34 09/24/12	10/01/12	Dancing		Prime Other	1	:30	1	\$5,500.00	NM	
	VISN M 09 See MG VISN M 09	/24/12 34.3,34.4,34 /24/12		g	Rate \$5,500.00 Start/End Time Prime Other ERS LATE NEWS AFT	<u>Length</u> :00	)			<u>Rate Type</u> \$5,500.00 NA \$2,000.00 NA
3 V		/24/12 6:5		RS PRE-GAME	PACKERS PRE-0	G/ :30	DSCC12w	102тн		\$3,800.00 NN
4 V	VISN M 09	57.1,33.1,58.1 /24/12 9:1 57.1,33.1,58.1	3 PM PACKE	RS GAME	PACKERS GAME	≣ :30	DSCC12W	102тн		\$15,000.00 NN
6 V	VISN M 09	/24/12 11:5 34.5 09/24		r Packers Game		:30	DSCC12W	102тн		\$2,000.00 NN
35 09/24/12	09/24/12	PACKERS	S GAME	PACKERS GAME	1	:30	1	\$15,000.00	NM	
Weeks: Spots: <u>#</u> 0 1 V			MTWTFSS 1 Time Descrip 9 PM PACKE		Rate \$15,000.00 Start/End Time PACKERS GAME	Length	Ad-ID DSCC12w	102тн		<u>Rate</u> <u>Type</u> \$15,000.00 NM
36 09/15/12	09/15/12		s Sa 10pm	10-1035p	1-	:30	1	\$450.00	NM	
Weeks: Spots: # C	Start Date 09/10/12 Ch <u>Day Air</u> VISN Sa 09, LR - Foo	/15/12 11:1	MTWTFSS1- Time Descrip		Rate \$450.00 <u>Start/End Time</u> 10-1035p	Length :30	Ad-ID DSCC12w	IO1TH		<u>Rate</u> <u>Type</u> \$450.00 NM
37 09/15/12	09/29/12		nent Tonite W		1_	:30	1	\$150.00	NM	



DINVOICE

Invoice #			Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

ne Start Dat	te End Date	Descript	tion	Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
37 09/15/12	09/29/12	Entertair	nment Tonite \	WetET Weekend	1-	:30	1	\$150.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> 1 \	Ch <u>Dav Ai</u> WISN Sa 09	<u>r Date A</u> 9/15/12 12	ir Time Descri 2:32 AM Entert	i <u>ption</u> ainment Tonite Weel	Start/End Time kend ET Weekend	Length :30	<u>Ad-ID</u> DSCC12WI(	01тн		<u>Rate</u> <u>T</u> \$150.00
Weeks:	Start Date 09/17/12	End Date 09/23/12		<u>Spots/Week</u> 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> 2 \	Ch <u>Day Aii</u> WISN Sa 09 LR - Foo	)/22/12 1	ir Time Descri 1:06 AM Entert	<u>iption</u> ainment Tonite Weel	Start/End Time kend ET Weekend	Length :30	<u>Ad-ID</u> DSCC12WI(	Э2ТН		<u>Rate</u> <u>T</u> \$150.00
Weeks:		End Date 09/30/12		<u>Spots/Week</u> 1	<u>Rate</u> \$150.00					
Spots: # 3 \	Ch <u>Day Ai</u> WISN Sa 09		<u>ir Time</u> <u>Descri</u> 2:48 AM Entert	<u>iption</u> ainment Tonite Weel	Start/End Time kend ET Weekend	Length :30	Ad-ID DSCC12WI(	ЭЗТН		<u>Rate</u> <u>Tv</u> \$150.00
38 09/15/12	09/29/12	College	Football Game	≠#2230p-6p	1-	:30	1	\$1,200.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12		Spots/Week 1	<u>Rate</u> \$1,200.00					
Spots: # 9	Ch <u>Day Air</u>	<u>r Date</u> Ai	<u>ir Time</u> Descri	ption	Start/End Time	<u>Length</u>	Ad-ID DSCC12WI(	7 <b>1</b> Tu		Rate Ty
Weeks:	WISN Sa 09 <u>Start Date</u> 09/17/12	End Date 09/23/12	MTWTFSS	e Football Game #2 Spots/Week 1	230p-6p <u>Rate</u> \$1,200.00	,30	DSCCIZWIC	)III		\$1,200.00
Spots: # 6	Ch <u>Day Air</u> WISN Sa 09		ir Time Descri	i <u>ption</u> e Football Game #2	Start/End Time	Length	<u>Ad-ID</u> DSCC12WI(	<b>ነ</b> ንተሀ		<u>Rate</u> <u>T</u> \$1,200,00
Weeks:		End Date 09/30/12			230p-op <u>Rate</u> \$1,200.00	. :30	DSCCIZWIC	)Z   H		\$1,200.00
Spots: # 6	Ch <u>Day Air</u> WISN Sa 09		ir Time Descri	<u>ption</u> e Football Game #2	Start/End Time 230p-6p	Length	<u>Ad-ID</u> DSCC12WI(	ЭЗТН		<u>Rate</u> <u>T</u> \$1,200.00
39 09/15/12		Sa 458-6		456-6AM	1-	:30	1	\$200.00	NM	<b>V1,200.00</b>
Weeks:	Start Date 09/10/12		<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$200.00					<u>, , , , , , , , , , , , , , , , , , , </u>
	Ch <u>Day Air</u>		ir Time Descri	ption	Start/End Time	<u>Length</u>				Rate T
1 V	WISN Sa 09	/15/12 5	5:27 AM Sa 458	B-6a	456-6AM	:30	DSCC12WI(	D1TH		\$200.00
40 09/22/12	09/29/12	News Sa	a 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
Weeks:	Start Date 09/17/12	End Date 09/23/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$700.00					
Spots: # 0	Ch <u>Day Air</u> <i>N</i> ISN Sa 09		ir Time Descri		Start/End Time 6-630pm	Length :30	<u>Ad-ID</u> DSCC12WI(	)2тн		<u>Rate</u> <u>T</u> \$700.00
Weeks:	Start Date 09/24/12			Spots/Week 1	<u>Rate</u> \$700.00					V. 3 - 3 - 3 - 3
		<u>Date</u> Ai	ir Time Descri		Start/End Time 6-630pm	Length	Ad-ID DSCC12WI(	13тн		<u>Rate</u> <u>T</u> y \$700.00
Spots: # (	MICH Co no.				O-GOOD!!!	.00.				\$100.00 I
2 V	09/15/12	Sat GMA		6-7a	1-	:30	1	\$300.00	NM	
	09/15/12 Start Date	Sat GMA	A MTWTFSS	······································	<u>Rate</u>	:30	1	\$300.00	NM	
2 V 41 09/15/12 Weeks: Spots: #_0	09/15/12 Start Date 09/10/12 Ch <u>Day</u> Air	Sat GMA  End Date 09/16/12 Date Air	MTWTFSS 1- ir Time Descri	6-7a Spots/Week 1 ption	<u>Rate</u> \$300.00 <u>Start/End Time</u>	Length	Ad-ID		NM	
2 V 41 09/15/12 Weeks: Spots: #_0	09/15/12 <u>Start Date</u> 09/10/12  Ch <u>Day Air</u> <i>N</i> ISN Sa 09/	Sat GMA <u>End Date</u> 09/16/12 <u>Date</u> <u>Air</u> /15/12 6	MTWTFSS 1-	6-7a Spots/Week 1 ption	<u>Rate</u> \$300.00	Length			NM	Rate Ty \$300.00 I



INVOICE

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Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Snots/

								Spots/			
Line	Start Date	End Date	Description	1	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
42	09/15/12	09/15/12	News Sa 6	p-630p	6-630pm	1-	:30	1	\$500.00	NM	
***	Spots: <u>#</u> C 1 W	h <u>Day</u> Ai /ISN Sa 09		Fime Descript 3 PM News Sa	<del></del>	Start/End Time 6-630pm		Ad-ID DSCC12w	/101тн		<u>Rate</u> <u>Type</u> \$500.00 NM
43	09/22/12	09/29/12	Sat 630-7p	)	630-7p	1-	:30	1	\$500.00	NM	
	Weeks: Spots: <u>#</u> C 1 W Weeks:	09/17/12 h <u>Day Aii</u> ISN Sa 09	09/23/12 r <u>Date</u> <u>Air 1</u> /22/12 6:4	MTWTFSS1- Time Descript 7 PM Sat 630- MTWTFSS1-		Rate \$500.00 <u>Start/End Time</u> 630-7p <u>Rate</u> \$500.00		1 <u>Ad-ID</u> ) DSCC12w	л 102тн		<u>Rate</u> <u>Type</u> \$500.00 NM
	Spots: <u>#</u> C 2 W		<u>Date</u> <u>Air 7</u> /29/12	ime Descript Sat 630-	<u>ion</u>	Start/End Time 630-7p	<u>Lengti</u> :00	<u>Ad-ID</u>			<u>Rate Type</u> \$500.00 NM
44	09/15/12	09/15/12	ABC Prime	College Foot	b7-1030p	1-	:30	1	\$1,100.00	NM	
	Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 09/10/12 h <u>Day Air</u> ISN Sa 09	09/16/12 Date Air T	MTWTFSS 1- ime Descript PM ABC Pri		Rate \$1,100.00 <u>Start/End Time</u> 7-1030p		<u>1 Ad-ID</u> ) DSCC12w	/IO1TH		<u>Rate</u> <u>Type</u> \$1,100.00 NM
45	09/29/12	09/29/12	Badgers Fl	3	7-1030p	1-	:30	1	\$8,500.00	NM	
	Weeks: Spots: <u>#</u> Cl 1 W	09/24/12 n <u>Day Air</u>	<u>Date Air T</u> /29/12 10:46	1- <u>ime</u> <u>Descript</u> i		Rate \$8,500.00 <u>Start/End Time</u> 7-1030p		<u>1 Ad-ID</u> ) DSCC12W	т03тн		<u>Rate</u> <u>Type</u> \$8,500.00 NM
46	09/16/12	09/16/12	Late News	10pm	10p-1030p	1	:30	1	\$1,400.00	NM	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	Weeks: Spots: <u>#</u> Cl 1 W	Start Date 09/10/12 n <u>Day Air</u> ISN Su 09/	09/16/12 Date <u>Air T</u>	MTWTFSS 1 ime Descripti PM Late Nev		Rate \$1,400.00 <u>Start/End Time</u> 10p-1030p		<u>Ad-ID</u> ) DSCC12W	т01тн		<u>Rate Type</u> \$1,400.00 NM
47	09/23/12	09/30/12	Late News	SU 1030PM	1030p-11p	1	:30	1	\$950.00	NM	
The second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second secon	1 W Weeks: Spots: <u>#</u> Cl	SN Su 09/ Start Date 09/24/12 n <u>Day Air</u>	09/23/12 <u>Date</u> <u>Air T</u> 23/12 10:50 <u>End Date</u> 09/30/12 <u>Date</u> <u>Air T</u>	PM Late Nev MTWTFSS 1 ime Descripti		Rate \$950.00 <u>Start/End Time</u> 1030p-11p <u>Rate</u> \$950.00 <u>Start/End Time</u>	:30 Length	Ad-ID ) DSCC12w	т02тн		Rate Type \$950.00 NM Rate Type
	2 W	SN Su 09/ Credited		Late Nev	vs SU 1030PM	1030p-11p	:00	)			\$950.00 NM
48	09/23/12	09/30/12	Su 458-6a		458-6AM	1	:30	1	\$200.00	NM	
	1 W Weeks:	09/17/12 1 <u>Day Air</u> SN Su 09/ <u>Start Date</u> 09/24/12	Date Air T 23/12 5:22 End Date 09/30/12	1 ime Descripti 2 AM Su 458-6 MTWTFSS 1	1 Sa <u>Spots/Week</u> 1	Rate \$200.00 Start/End Time 458-6AM Rate \$200.00	:30	Ad-ID DSCC12w	т02тн		Rate Type \$200.00 NM
	. –	ı <u>Day Air</u> SN Su 09/		<u>ime</u> <u>Descripti</u> ' AM Su 458-6		Start/End Time 458-6AM		<u>Ad-ID</u> DSCC12W	т03тн		<u>Rate Type</u> \$200.00 NM



DUDINVOICE

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<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Spots/

Social Content							Spots/			
49 09/16/12	Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Weeks:   Start Date   End Date   MIVITES   Spots/Week   Fate   S400.00   Start Date   Start Date   Act Time Describion   Start Date	48 09/23/12	09/30/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
Spots: g Ch	49 09/16/12	09/16/12	News Sun 530pm	530-6p	1	:30	1	\$400.00	NM	
50 09/23/12	Weeks:									
Social Color						Length	Ad-ID			Rate Type
Weeks: Start Date   End Date   MTMTESS   Spots/Week   Start/End Time   Spots: gt Ch Day Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate Type   Spots   Spot	1 V	VISN Su 09	9/16/12 5:52 PM N	ews Sun 530pm	530-6p	:30	DSCC12WI	01TH		\$400.00 NM
Spots:#Ch Day AirDate   AirTime Description   Stant/End Time   Length Ad-ID   Rate Type   Spots/Week   Stant Date   Control of the Description   Spots/Week   Stant Date   General Description   Spots/Week   Spant Date   General Date   General Description   Spots/Week   Spant Date   General Date   General Description   Spots/Week   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General Date   General Date   General Date   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General Date   General Description   Stant/End Time   Length Ad-ID   Rate Type   General Date   General	50 09/23/12	09/30/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	, , , , , , , , , , , , , , , , , , , ,
NUSIN SU   09/23/12   5-45 PM News Sun 530pm   530-6p   30 DSCC12w102TH   \$500.00 NM	Weeks:									
Weeks:   Start Date   Op/30/12   Spots # Ch   Day Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate   Type   S500.00   NM										Rate Type
Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:# Ch   Day Air Date   Air Time   Description   Stant/End Time   Length Ad-ID   Rate Type   Spots:#	1			•		:30	DSCC12wI	02тн		\$500.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate Type   S500.00   NM	vveeks:			-1 <u>Spots/vveek</u>						
Start   Date   MTWTESS   Spots/Week   Rate   Start   Date   O9/10/12   O9/1	Spots: # C			escription		<u>Length</u>	Ad-ID			Rate Type
Weeks:   Start Date   O9/10/12   O9/16/12    2 V	VISN Su 09	/30/12 5:57 PM N	ews Sun 530pm	530-6p	:30	DSCC12WI	03тн		\$500.00 NM	
Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Rate Type   Spots:#Ch Day Air Date   Air Time Description   Start/End Time   Length Ad-ID   Length Ad-ID   Rate Type   Spots	51 09/16/12	09/16/12	Sun GMA	6-7a	1	:30	1	\$250.00	NM	
TWISN Su 09/16/12 6.46 AM Sun GMA 6-7a :30 DSCC12wt01TH \$250.00 NM	Weeks:									
Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Section   Sect										Rate Type
Weeks:   Start Date   Op/37/12   Op/23/12    1 V	VISN Su 09	/16/12 6:46 AM S	un GMA	6-7a	:30	DSCC12WI	01TH		\$250.00 NM	
Spots:# Ch	52 09/23/12	09/30/12	Sun GMA	6-7a	1	:30	1	\$400.00	NM	
NISN Su 09/23/12 5:58 AM Sun GMA	Weeks:									
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Start Date   End Date   MTWTFSS   Spots/Week   Start Date   End Date   MTWTFSS   Spots/Week   Start/End Time   Length Ad-ID   Rate   Type   Spots/# End Date   MTWTFSS   Spots/Week   Rate   Spots/Week   Start Date   End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Spots/# End Date   MTWTFSS   Spots/Week   Rate   Spots/# End Date   MTWTFSS   Sp	–				***************************************					<u>Rate</u> <u>Type</u>
Spots: # Ch   Day Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Rate   Type	1					:30	DSCC12WI	02тн		\$400.00 NM
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Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Rate   Start/End Time   Length   Ad-ID   Rate   Type   Start/End Time   Length   Ad-ID   Start/End Time   Length   Ad-ID   Rate   Type   Start/End Time   Length   Ad-ID   Start/End Time   Length   Ad-ID   Rate   Type   Start/End Time   Length   Ad-ID   Rate   Type   Start/End Time   Length   Ad-ID   Rate   Ty	2 W	VISN Su 09	/30/12 5:59 AM St	ın GMA	6-7a	:30	DSCC12WI	03TH		\$400.00 NM
Spots: # Ch	53 09/23/12	09/30/12	News Sun 7-9a	7-9am	1	:30	1	\$500.00	NM	
1 WISN Su 09/23/12 7:21 AM News Sun 7-9a 7-9am :30 DSCC12WI02TH \$500.00 NM Weeks: Start Date	Weeks:									
Weeks:         Start Date 09/24/12         End Date 09/30/12         MTWTFSS 09/30/12         Spots/Week 1500.00         Rate 09/24/12         Spots: # Ch Day Air Date Air Time Description 2 WISN Su 09/30/12         Start/End Time Description 3 Start/End Time 2 Start/End Time 2 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 3 Start/End Time 4 Start/End Time 4 Start/End Time 4 Start/End Time 4 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 5 Start/End Time 6 Start/End Time 6 Start/End Time 6 Start/End Time 6 Start/End Time 6 Start/End Time 6 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time 7 Start/End Time				•	***************************************					Rate Type
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2 WISN Su 09/30/12 7:21 AM News Sun 7-9a 7-9am :30 DSCC12WI03TH \$500.00 NM  54 09/23/12 09/30/12 This Week With George \$930-1030am1 :30 1 \$1,000.00 NM  Weeks: Start Date 09/17/12 09/23/121 1 \$1,000.00  Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 09/23/12 9:51 AM This Week With George Stephan 930-1030am :30 DSCC12WI02TH \$1,000.00 NM  Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/121 1 \$1,000.00  Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Spots: # C			escription		Length	Ad-ID			Rate Type
Weeks:         Start Date 09/17/12         End Date 09/23/12         MTWTFSS Opots/Week 1,000.00         Rate 1,000.00           Spots: # Ch Day Air Date 1 WISN Su 09/23/12         Air Time Description 05 Start/End Time 1 Length Ad-ID 05 DSCC12WI02TH 07/2000         Rate Type 1 WISN Su 09/23/12 9:51 AM This Week With George Stephan 930-1030am 30 DSCC12WI02TH 31,000.00 NM         \$1,000.00 NM           Weeks: Start Date 09/24/12         End Date 09/30/121 1 \$1,000.00         Rate 09/24/12 Start/End Time 1 Length Ad-ID 1 Rate Type           Spots: # Ch Day Air Date Air Time Description         Start/End Time 1 Length Ad-ID 1 Rate Type	2 W			ews Sun 7-9a	7-9am	:30	DSCC12WI	03TH		\$500.00 NM
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Payment Terms 30 Days

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

DUTINOISE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 943784-1
 09/30/12
 September 2012
 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Agency Commission

Net Amount Due

\$20,632.50

\$116,917.50

www.i	wisn.com						Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
55	09/16/12	09/16/12	This Week With Geor	ge 5930-1030am	1	:30	1	\$650.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/121	Spots/Week	<u>Rate</u> \$650.00					
l	Spots: # Cl			intion	Start/End Time	l engt	h Ad-ID			Rate Type
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										7000.00 1111
56	09/27/12	09/27/12	LastResort	Thu 7-8p	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/121	Spots/Week 1	Rate \$2,000.00					1384
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	1 W	ISN Th 09	/27/12 7:40 PM LastR	esort	Thu 7-8p	:3	O DSCC12w	<b>103</b> ТН		\$2,000.00 NM
57	09/11/12	09/11/12	Trust	Tue 8-9p	-1	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 -1	Spots/Week 1	<u>Rate</u> \$1,800.00					*******
	Spots: # Cl	n <u>Day Air</u>	Date Air Time Descr	<u>iption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	ISN Tu 09/ See MG	/11/12 Trust 34.3,34.4,34.5		Tue 8-9p	:0	0			\$ <del>1,800.00</del> NM
58	09/11/12	09/11/12	NYMed	Tue 9-10p	-1	:30	1	\$1,800.00	NM	
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	Spots: # Ch	n <u>Day Air</u>	Date Air Time Descr	i <u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 Wi		/11/12 NYMe 34.3,34.4,34.5	d	Tue 9-10p	:0	0			\$1,800.00 NM
					Total Spots	12	25			
								Gross Tota	1	\$137,550.00